

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,

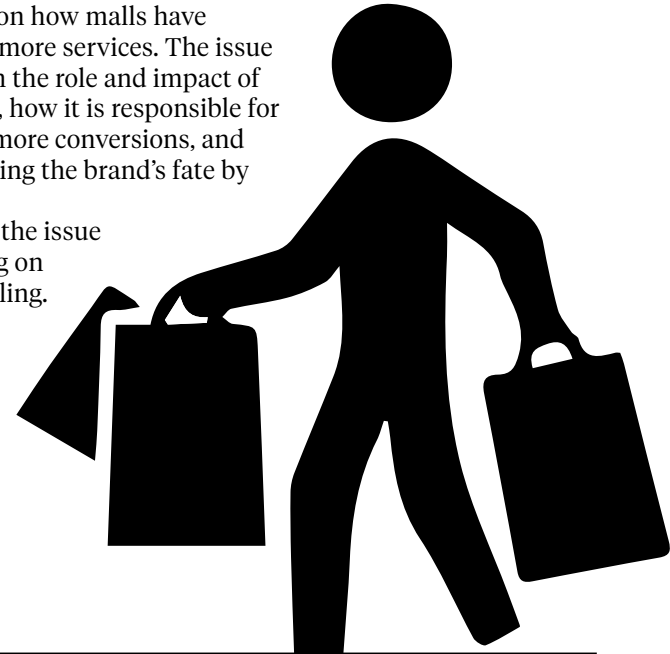
exclusive events like midnight sales, buy online and pick at store facilities, waiting lounges, 24*7 helpdesks, digital screens and robotics manuals to guide shoppers.

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."

INOX Launches 11-screen Megaplex in Inorbit Mall

Multiplex chain INOX Leisure Ltd launched its biggest offering till date, Megaplex, an 11-screen theatre in Mumbai's Inorbit Mall, Malad. Built over 60,000 square feet with a total capacity of 1,586 seats and the capability to screen 60 shows and host an audience size of 6,000 daily, INOX said it is Mumbai's biggest multiplex offering till date with an investment of ₹50-60 crore.

"Our typical screen count ranges between four to five and we've gone up to nine at the R City Mall in Mumbai. But this is quite an increase over that as well and the idea is to make movie watching experiential and engage

with our audiences as much as possible," said Siddharth Jain, Director, INOX Group.

Megaplex will offer six movie viewing formats—INSIGNIA, INOX's 7-star luxury experience, Kiddles, the format for kids, ScreenX with multi-projection technology, MX4D with an advanced immersive environment, IMAX with a 40 percent larger image, a dual projection system and high-quality 3D, Samsung Onyx LED and Dolby ATMOS sound and laser projection in the mainstream auditoriums. Ticket prices will range from ₹150-1,000 with options for all segments of the audience.



Virtuous Retail South Asia to Invest US\$ 340 Million in Mumbai Metropolitan Region

Virtuous Retail South Asia Pte. Ltd. (VRSA) announced an investment of US\$ 340 million (₹2,400 crore) in a retail-anchored project in the Mumbai Metropolitan Region. The firm has acquired a prime ~20-acre land parcel from Raymond Limited for US\$ 100 million and will invest an additional US\$ 240 million to develop the site and build a 3.7 million sq. ft. mixed-use city center anchored by a 2.4 million sq. ft. VR retail flagship.

In line with VRSA's nationwide expansion strategy through both ground-up development and inorganic acquisitions, this investment bolsters the company's development pipeline which includes centers currently under construction in locations in South Bengaluru and Delhi NCR, opening in May 2020 and August 2022, respectively. Along with the existing VR flagship centers in Chennai, Punjab, Bengaluru and Surat, VRSA's pan-India portfolio now stands at ~11 million sq. ft. This entry into Mumbai also makes VRSA the only retail center developer-owner-operator to have



a presence across the top four retail markets in India.

Mumbai is the financial and entertainment capital of India, and one of the most populous metropolitan areas in the world. The acquired land parcel sits in a prime location on an arterial six-lane expressway, within a fast-growing residential catchment popular with home-buyers due to its superior infrastructure and amenities. The Mumbai Metro Line 4 passes by the site and the development will be adjacent to a

metro station. In the first phase of development, VRSA will deliver a 2.4 million sq. ft. VR flagship center anchored by top international and national brands spanning the full spectrum of retail, dining, lifestyle, and entertainment offerings.

Upon completion, the center is expected to attract over 20 million customer visits annually, and generate over 4,000 permanent, direct new jobs, in addition to over 7,000 construction jobs over the next four years during the development phase.

Commenting on the acquisition, Sid Yog, Founder and Chairman of the Board, VRSA, said, "Prime land parcels of this size seldom trade, especially in major metropolitan markets like Mumbai. We have been waiting patiently for the ideal opportunity to expand our award-winning portfolio into the Mumbai region, and are delighted to finally embark on the development of a VR flagship center in the city. We envision a vibrant, 24/7, people-centric development that will draw upon the heritage and history of the region, bolster tourism, create thousands of new jobs, and make a major contribution to the local economy and community."

Rohit George, Executive Managing Director, VRSA, added, "We see strong demand for a world-class project that reflects changing consumer preferences, new age lifestyles and communities. VRSA looks forward to working with our retail partners to introduce a fresh experiential destination to the region, bringing in the latest trends in retail and technology."

Select CITYWalk Elevates Deepak Zutshi as Centre Head

Select CityWalk has elevated Deepak Zutshi from Vice President – Leasing and Retail to Centre Head of the mall. He assumed the new role with the immediate effect. Zutshi has been associated with the mall from more than a decade. He will be reporting directly to Executive Director of the mall, Yogeshwar Sharma, who was the centre head prior to his promotion to the current role. Zutshi has done Executive Programme in Global Business Management from IIM Calcutta. He is a retail veteran and his past working experience includes Home Store India, Beauty Concepts and Saint-Gobain Glass.



Malls Overhaul Consumer Engaging Structures & Investment Globally



The international shopping mall arena continues to look out for new markets as far as investment and consumer engagement is concerned. Shopping Centre News brings a roundup of all mall news and activities over the last one month...

Shopping Malls in Turkey on the Radar of Asian & Arab Investors

Shopping malls in Turkey are attracting the attention of foreign investors, particularly from Arab and Asian countries, including China and South Korea, says a report published in Dailysabah.com. The interest has grown significantly with the increase in the number of tourists from these regions. Tarkan Ander, Country Director of Mall- Leasing and

Management company JLL, said there would be serious handovers in malls in the first quarter of 2020. He emphasised that investors from China, Korea and the Arab countries have an appetite to buy seamless and finished malls. "Mall investments have declined considerably. Now we will see that shopping malls available in the sector are bought by foreigners,"

said Ander. Murat Izci, the Co-founder of KDM, a mall leasing and management company, pointed out that mall investments have slowed down due to the short-term economic contraction in the market, adding that investors from the Gulf countries, in particular, are in talks to acquire malls.

"The cost for mall investors has increased as rents are now being denominated in Turkish lira. Therefore, the investment return periods of shopping malls have been extended. Taking advantage of this, foreign investors want to buy something worth TL 100 for TL 60, which leads to a deadlock in negotiations. However, we will surely witness acquisitions." Mall investments will continue in areas that have not reached saturation, he noted.

In September last year, President Recep Tayyip Erdogan signed a decree that requires using lira to buy, sell and rent real estate and lease vehicles, putting an end to

such deals in foreign currencies to support the Turkish lira in the aftermath of high volatility in exchange rates. As many of the shopping mall investments in Turkey were financed using dollar or euro-denominated loans, the owners had seen their debt burden rise.

Ander further emphasised that international brands that have already become a chain in Turkey have accelerated their growth after the denomination of rental payments in lira, saying that turnovers have grown by 30 percent in stores of high square meters of international brands.

According to Ander, the effect of the hikes brought with currency adjustments have been replaced by adaptation and the standstill demand has started to move. Giant foreign brands with their own stores in the metropolitan cities have become open to Anatolia through the dealers – which will be very clearly seen in 2020.



Tenants Angry Over Lack of Business at New Horizon Mall

New Horizon Mall, in north of Calgary in Balzac remains largely empty and those who invested thousands into having a business there are upset about it, says a report published in 660citynews.in. In a meeting held in a town hall, business owners said that they have struggled to recoup money getting into the shopping centre in the first place.

The mall opened its doors last year and companies had to pay something similar to a condo fee just to set up shop.

“They spend all their money, investments over there and then, obviously, there was no traffic because there was not much publicity and the developer didn’t much effort so a lot of people still don’t know we exist,” said a owner who runs a Gift Hut store in the mall. Other owners claim there were promises of so-called ‘anchor stores’ which still aren’t there.

While some business owners fear the worst, others are optimistic about the mall and its chance to grow. Some believes the downturn in the Alberta economy is mostly to blame for the lack of business at the mall but adds it’s a better place for small businesses than other shopping destinations. One retailer pointed out that the Toronto’s Pacific Mall, owned by the same developers as New Horizon, took two years to fill up. Few hope that more businesses will come soon, and they feel lack of advertisement is part of the problem.

“There’s no publicity, there’s no advertisement, there’s no media coverage, there’s no proper website. People don’t know we are open,” says a store owner. About 70 percent of New Horizon Mall’s retail space was sold to individual investors who have the option of leasing to others or operating their spaces themselves. The rest of the space is being held by the developer for anchor tenants.



AFI Cotroceni Mall in Romania Offers RON 100,000 Gift Card for Shopping

To celebrate its ten-year anniversary, the AFI Cotroceni Mall in Bucharest, which is the biggest shopping mall in Romania, has prepared various prizes for its customers. The biggest prize is a RON 100,000 (EUR 21,000) gift card, which the lucky winner can spend at partner stores.



To get a chance at winning the RON 100,000 AFI Gift Card, customers have to spend at least RON 400 at the mall between October 21 and December 29 and sign up for the draw. All participants also have the chance to win other instant prizes. Moreover, children who turn 10 during the mall’s anniversary campaign (October 21-December 29) will also receive gifts. To collect their gift, the children and their parents or legal guardians have to go to the mall’s Info Desk and prove their age by presenting their birth certificate. AFI Cotroceni Mall is located in the central-western part of Bucharest, on General Vasile Milea Blvd.

First Phase of Massive N.J. American Dream Mall Opens

After more than 17 years in the making, the first phase of America’s newest megamall finally opened to the public in the month of October in East Rutherford, New Jersey.

The mall was first envisioned in 1996 and has had several owners after that. Because its timeline has been so drawn out, the American Dream has quite literally been shaped as the retail industry has been flipped on its head. When ground was broken in 2004, under the project’s original developers, Amazon’s ascent was just beginning. Circuit City, Sports Authority, Blockbuster, RadioShack and Toys R Us were still in business.

Retailers were grabbing real estate where they could find it, hungry to open as many stores as possible.

American Dream’s first phase includes a Nickelodeon theme park and a NHL-regulation-size ice skating which will be opened to the public. The theme park will have more than 35 rides and attractions, including three record-breaking coasters: one for the steepest plunge, with a 122-foot drop; one for the tallest and longest free-spinning coaster; and one for the tallest, indoor-spinning-drop tower. Later this year, the real estate developer Triple Five Group expects to open a DreamWorks



indoor waterpark, which will be North America’s largest, along with an indoor snow park. The retail shops and a handful of other entertainment venues won’t open

their doors until 2020, according to Triple Five. Because of Bergen County’s blue laws, however, this means all of the retail shops must remain dark on Sundays.

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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.

PROMOD Launches its First E-Origin Concept Store in India at Palladium Mall, Mumbai

Staying true to its goal of 'making customers feel at home', India will become the first country outside France to welcome the new PROMOD e-origin concept store. Completely re-designed interiors with an uber modern feel, open facades, modular fixtures and boutique inspired display table units will be featured at the store. With the use of classic French inspired props and artful dashes of greenery, this 1700 square foot E-Origin concept store aims to give shoppers an enchanting and joyful shopping experience.

"Our customers often tell us that we simply feel good when we walk into a PROMOD store. And it is that feeling of comfort mixed with the experience of giving our shoppers a modern retail experience that we are aiming to achieve with the PROMOD E-Origin stores worldwide," says Roberto Spadaro, Visual Merchandiser, PROMOD



International.

Focusing on hospitality and attention to detail, the first of its kind E-Origin PROMOD store at Palladium Mall, Mumbai ensures that the customer experiences the best style and fashion journey within the store. Digital tablets connected

to large display screens, a wide and open entrance and free space to navigate the PROMOD collection are all going to be key features of its new store.

With the first PROMOD E-Origin store launching in Paris in March 2019, the new store at

Palladium Mall, Mumbai is going to be one of the 15 e-origin stores that have launched worldwide and places itself firmly in the changing face of modern retail.

"We are excited that India is going to have its first e-origin concept store with this launch. It will be the first outside France and the growth story is just going to get bigger and better. We are now planning to launch 10 more e-origin stores by 2021 and by 2025 we plan to convert all the existing stores in to e-origin format. The retail environment is changing across the world and it's important to adopt and revamp the brand to connect with our target customers. The PROMOD journey is going to get very interesting," says Tushar Ved, President, Major Brands India Pvt Ltd.

Following their first e-store launch in Mumbai, the next line of E-Origin stores will hit Delhi-NCR, Lucknow and Bangalore.

Success Opens Store in Utkal Kanika Galleria Mall, Bhubaneswar

Success, one of the most prominent apparel brands in East India has opened its first store Utkal Kanika Galleria Mall in Bhubaneswar. The

550 sq ft area store will have an exclusive collection of suits, blazers, jackets, shirts, trousers, denim, T-shirts & accessories. Having

started as a trouser manufacturing company in 1996, Success has come of age assembling a man's complete wardrobe, consisting primarily of suits, blazers, jackets, waist coats, shirts, trousers, denims and accessories broadly classified into formal, casual and party-wear segments.

"Paradigms dictating changing wardrobe preferences with age have somewhat melted, and therefore we are keen on offering trendy merchandise for men, above 20 years of age. Keeping our loyal customers in mind and also to attract new ones, we have kept garments of classic taste as well in the new store. Our unique selling point lies in our speedy conversion of latest trends into fast-moving materialized goods. The new store will have all

the new and exclusive collection," says Rajnish Sethia, Owner, Agwani Fashions Pvt Ltd.

The brand is currently present in form of 25+ EBOs, 375+ MBOs, as well as 10+ SIS outlets throughout eastern India and have pan India presence through big formats stores like Central & Brand Factory. Success is also present in Pantaloons across the region.

"We have plans to open EBOs throughout India & also want to get into Tier II & Tier III cities. We aspire to be the most trusted menswear brand in India with gratitude towards our pleased customers who are ensured to experience the best of service and whose fashion demands have been met for more than a decade," added Sethia.



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“ Charles Darwin gave us the most appropriate analysis of the Indian retail industry way back in 1859 – namely, only the fittest will survive. The fittest players in Indian retail will not only survive, but also thrive. In any marketplace, survival and prosperity are always the result of foresight and planning. No success story is written in isolation, and the industry depends on shared information and experiences. This is why forums like IFF are important... these are opportunities to congregate, celebrate success, meditate on setbacks, deliberate on strategies – and, most importantly, anticipate the future.’

ANUJ PURI, CHAIRMAN, ANAROCK PROPERTY CONSULTANTS

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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



WHAT MALLS ARE DOING TO ENGAGE CONSUMERS

MAHAGUN MALL

“To go with the requirement of a customer and making their every visit a refreshing one we have arranged pop-up and kiosk formats:

- Organising different flea market concepts which include ethnic wear, antique jewellery etc to serve a different category of customers.
- Organising educational activities which in turn also support the CSR policy of the organisation.
- Offering a mix of essential services such as prams, feeding rooms, ATMs, tailoring services, child safe shopping bands, mechanic on call, doctor on call etc so that consumers get that sense of attachment which results in retention.
- Organised unique events and shows including jugglers, puppet show, musical days, health checkup camps etc to create a sense of belongingness among mall patrons.

“Attracting new shoppers was just the first step and exclusive rewards and treats are for repeat customers,” says Dhiraj Jain, Director, Mahagun Group.

INORBIT MALLS

“More than organising out of the box customer engagement activities, it is about creating programmed opportunities for consumers to discover something and try out new experiences.

Events like art fairs, Durga Puja festival, science festival, pet events have been lauded by people of all age groups and involve customer engagement. These events make customers indulge in some form of art, culture, food and entertainment.

“At Inorbit, we plan a yearly marketing calendar keeping in mind our mall target audience and the relevant festivals and occasions specific to the city. For example, Vadodara is popular for Navratri and the city has some prominent Navratri pandals. Around the same time, we plan a Navratri food festival at our mall which is open from 10 pm in the night to 2 am in the morning. Since the youth is looking for hangout and eating places post their Dandiya night, Inorbit is open as a venue for food,” states Naviin Ibhrampurkar, Marketing Head, Inorbit Malls.

VIVIANA MALL

“Viviana Mall has always strived to create an experience that goes beyond shopping and be as friendly to our patrons as possible. Besides being a retail destination and offering excellent mix of global and domestic brands, our offerings enhance customers’ experiences.

A few of the key measures to engage our customers include our loyalty programme, provision of various facilities that make shopping a hassle-free experience and other services.

- **Loyalty Lounge** – We are the first mall in India to have lounge service for our Loyalty Program customers and senior citizens. While celebrating our 5th Anniversary, we launched a dedicated lounge keeping our visitors in focus.
- **Golf Cart** – Keeping customer convenience in mind, Viviana Mall launched pickup and drop service to transfer visitors from their vehicles to basement entrances.
- **Free Organic Manure** – The mall has its own ‘Organic Waste Management’ plant, which converts perishable food waste from the food court and restaurants into organic manure that is distributed for free to the customers as well as to the local municipal corporation.

metric to measure success”. The study further states that the rise of the conscious customer will continue as consumers base their buying decisions on many factors beyond price. These new consumers, led and influenced by Millennials, are exerting influence on retailers and forcing them to take action.

The disruption that the industry was waiting for is already here, with malls, as brick-and-mortar structures, focusing on engaging customers in different activities spanning across gender and age as soon as they enter the premises in keeping with the new retail climate.

“Consumer engagement is a full-time job. You have to continuously listen and create opportunities for consumers to express themselves. Malls today try to create enriching experiences for customers by creating engaging decor/ selfie points, curating tech-based games involving AI, VR, offering various deals, announcing contests on social media platforms, inviting influencers to showcase latest fashion and trends, conducting DIY workshops and masterclasses with beauty experts, chefs etc., organising events for kids and families that offer a wholesome entertaining experience, arranging concerts and performances, and organising donation drives to help NGOs etc.,” says Naviin Ibhrampurkar, Marketing Head for Inorbit Malls.

Benefits of Engaging Consumers

Retail as we know it is changing. The industry is shifting focus from a brick-and-mortar to a click-and-mortar business model and consumers interact with retailers across various touchpoints. No one shops exclusively in-store or online. To lure in and cater to this changing audience, malls need to focus on creating micro-moments for customers by not only selling products, but also by selling experiences. Engaging activities for visitors across spectrum usually results in customer retention, steady footfalls and repeat visits which in turn leads to growth in sales numbers.

“Engagements activities push customers to feel like a part of the shopping center and results in more time spent per visit. However, partaking in activities like exciting gigs and entertaining competition needs to be the consumer’s choice. The mall must ensure that the entire experience of events and activities is a non-intrusive one, allowing a customer a peaceful visit every time s/he visits. This helps brands generate optimum sales and ultimately results in a higher trading density, which is the success parameter of all shopping centres today,” Dhiraj Jain, Director, Mahagun Group elucidates.

“Customer engagement is a long-term investment in a company. In the long run, the time and energy put into customer engagement can

- **Portable Power Banks** – Viviana also offers mobile battery recharging service, free of cost, by providing power banks - yet another way to keep our customers moving around the mall seamlessly for shopping, dining and entertainment experiences. With this service, which can be availed of at the information desk, the customers are not restricted to the mobile charging station or the area where they have plugged into a power-point.
- **Sanitary Napkin Dispensers** – Each restroom for women is equipped with a sanitary napkin dispenser for menstrual emergencies.
- **Electric Wheelchair** – Electric, or motorized, self-propelled wheelchairs are available for people with mobility impairment to navigate the mall with ease.
- **Safety Bands for Kids** – As soon as a child enters Viviana mall, we put on his/her hand a safety wristband, which has the parents' mobile number on it. So, in case the child gets lost anywhere inside the mall, his/her parents can be contacted and tracked with ease.
- **Touch Screen Directories** – at all entries and escalator lobbies to ease navigation and information requirements
- Various online and offline promotions in which customers can participate and win

“The mall also offers a host of other experiences such as live concerts, performances, art centres, gallery displays, spa, fitness club, flea market, contests, product promotions, car displays and farmers’ markets, which provide unparalleled leisure and entertainment that helps in enhancing customers’ engagement. Also, organising events and promotions at regular intervals helps in drawing crowds to the mall,” Manoj K Agarwal, CEO, Viviana Mall shares.

OBEROI MALL

Oberoi mall was the pioneer in starting the ‘Flat 50 percent off’ sale during the EOSS season which attracts footfalls and sales similar (or more) to a weekend on a weekday (Wednesday).

It was the first mall to launch the Women’s Wednesday property.

The mall has curated and executed many out of box activities over its 11 years of operations. Be it the Guinness book entry of Hot wheels vending Machine to the first ever Mickey and Minnie Mouse show in India, Disney Princess Academy, etc.

“Last year, for Christmas the mall housed a rotating Christmas tree made of more than 2,000 crystals which was the talk of the town. The mall has acted as a launchpad for many famous toon characters along with movie promotions. The latest addition to the kitty was a beauty fest called ‘Magnificent ME’ organised by the mall which brought luxury cosmetics and fragrances all under one roof at attractive and exclusive offers,” says Anuj Arora, General Manager, Oberoi Mall.

LULU MALL

Customer engagement and retention is one of the keys to the success of any mall. We understand that today’s customers crave for tailored, consistent and convenient service and to stay on top, one should provide just that. Premium services like valet, number plate recognition system to reserve parking for loyal customers, personal butler and stylists; events and activities aimed at creating customer engagement and experience enhancement; celebrity meet and greets have added to the ultimate goal of customer centricity.

We have a highly engaging mobile based loyalty programme through which we drive offers, get bill submission and reward customers. It is also a platform through which we send out notifications, run our elite ‘LuLu Upper Crust’ and ‘Queens of LuLu’ properties. Our social media pages are very dynamic and help us connect with our customers on a daily basis.



pay off. We have the chance to encourage loyalty, and even increase conversions. The right approach to customer relationships can mean long-lasting ties that continue to be profitable even years down the road,” states **Arijit Chatterjee, COO, Junction Mall.**

Roping in Brands

Collaborations create sustainable win-win opportunities leading to effective marketing. The mall-retailer association is one such collaborative effort. Malls plan yearly event calendars and then approach their retail partners, exploring avenues of customer engagement with them.

“Brand participation in different activities organised by our shopping mall in a calendar year is purely subject to barter deals and deliverables which benefits and compliments both. It is about supporting and complimenting each other and at

the end of the process rewarding customers engaged in every event,” says Jain.

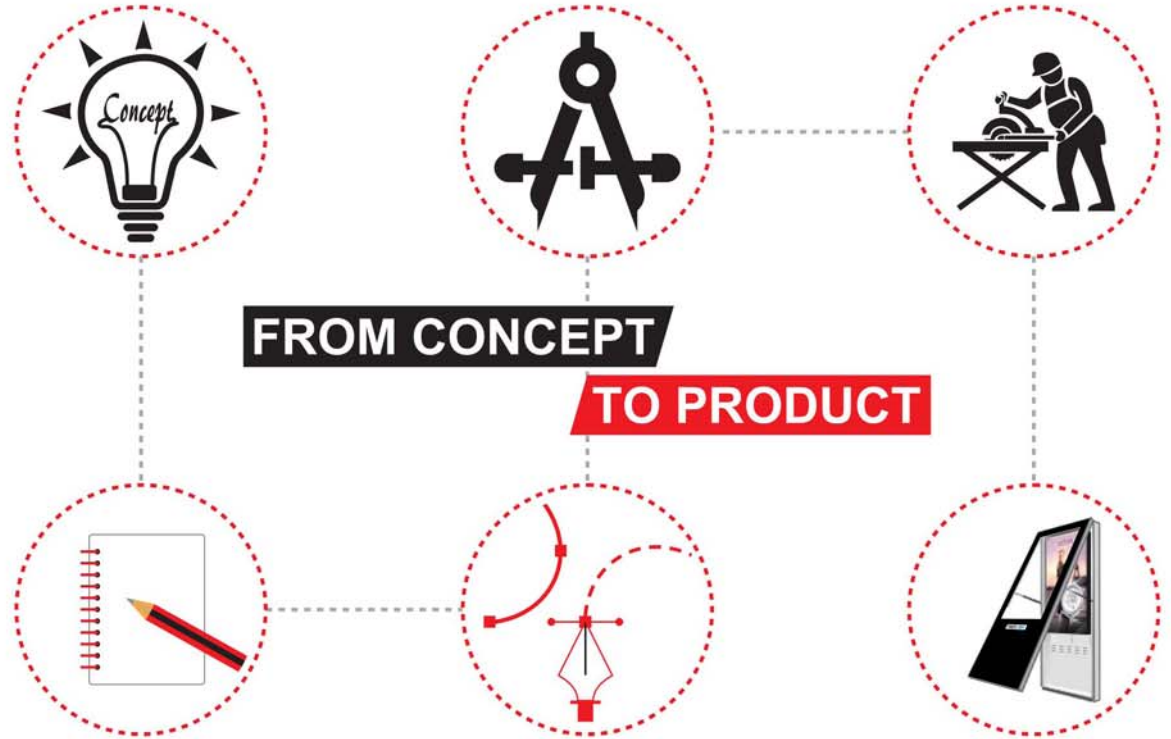
“At Inorbit, we get in touch with the brand right from the time the brand signs up the store and counsel them on the different marketing elements that can be planned jointly. We focus on category specific promotions and that’s when we cluster brands under same category to come forward and participate via offers, discount and gift vouchers, workshops etc,” reveals Ibhrampurkar.

“Our LuLu Loyalty Program helps us to establish a direct relationship with customers that goes beyond just their visit to the mall. It helps retailers reach out to the maximum number of customers. Specially curated events are conducted for many categories, apart from weekly properties, customer incentive programmes, sales and so on. The mall’s magazine, which is

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Client's >>

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“At LuLu Kochi, we enjoy consistently good footfalls both on weekends and weekdays. This reflects positively on the performance of our brands as well. One of the key contributing factors to the high footfalls is the ever-evolving entertainment zone of the mall. At 60,000 sq. ft., our FEC zone is one of the largest in the country. It is equipped with the latest video games; roller coasters, carousels and bumper cars; toddlers play area; a 12-lane bowling alley; a world class 5D cinema experience; south India’s largest ice skating rink and a host of other children’s rides and video arcades.

We also have a 50,000 sq. ft. trampoline park which is currently a favourite among the fun loving and fitness conscious youth. For children and youngsters, we have added a number of high energy Virtual Reality games, which takes lesser space, but provides a better experience,” says Shibu Philips, Business Head, LuLu Mall.

SELECT CITYWALK

“At Select CITYWALK we 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,” says Yogeshwar Sharma, Executive Director and CEO, Select Infrastructure Pvt. Ltd.

JUNCTION MALL

“Customer engagement in terms of brand activity, educational fair, property fair, career and job fair, travel fair, automobile expo are the highlights. Periodic occasional celebrity visits and all kind of common activities we carry out within the calendar, apart from that what we prioritize is CSR and social activities.

At Junction Mall, we believe in contributing towards the growth of the society and our initiatives towards the same are a priority. Locally, we have tried to indulge with the concerned authorities to get close to the needy people and tried to lit up the lamps of happiness via various activities concerned to child development,” says Arijit Chatterjee, COO, Junction Mall

QUEST MALL

“QFF - Quest Floral Fantasy was born out of the idea of presenting an International Flower Show to the patrons of the city. Flower Shows predominantly have always been organised outside the mall and the challenges of executing breathtaking and spectacular displays of global floral artists within a secured environment accompanied with handling of millions of people who go through one mall was the toughest challenge for us. The execution of this event, first of its kind, required thorough coordination and cooperation from across the globe and Team Quest. The result of what happened was there for everyone to see. The Mayor of the city himself was there for the opening of the show for the city. Quest Floral Fantasy 2019 was a 1 week-long event from Jan 11-17, 2019. It will be a Biennial event at Quest. It was very much appreciated by all our retail partners. There was a decent jump in footfall of around 20 percent for the said period and it has got reflected in the revenue for the brands as well,” shares Sanjeev Mehra, VP, Quest Properties Ltd.



distributed all across Kerala, provides a perfect opportunity for retailers to showcase their latest collections. All food brands are also covered in the magazine which has e-copies as well,” expounds **Shibu Philips, Business Head, LuLu Mall.**

“We organise various fashion events quite frequently in association with top-notch brands at Junction, we provide platforms where professional models showcasing their latest arrivals, promote offers and deliverables via display areas in and around the mall.” Chatterjee explains.

“At Quest, we put together various kinds of sale events including the Midnight Sale, Black Friday Sale and Republic Day Sale. Retailers are very supportive. And, out of more than 150 brands which are housed at Quest 80 percent of them participate in all these sale events. This is because these events are heavily promoted, and they see a significant amount of increase in footfall which leads to incremental sales at the end of the day,” says **Sanjeev Mehra, VP, Quest Properties Ltd.**

FECs & Food-Courts: The Real Winners

A vibrant Family Entertainment Centre (FEC) zone is a must for any mall. With increased online shopping, the focus is shifting from ‘shopping’ destinations to a more wholesome approach, giving more importance to food and entertainment – creating

community spaces. Similarly, a good food court becomes first place to visit for many foodie shoppers these days. It is as effective as a big size premium anchor brand attracts customers of all ages. The food experience at mall attracts masses.

Food outlets and FECs, both, are important binders making a mall a destination beyond shopping, eventually determining the longevity of stay and footfalls at the mall.

“Malls have become a place for socializing and considering this trend we are assigning more space for F&B and entertainment. The food court at Inorbit Malad, which started in 2004 with a 1,000 seater capacity went through many changes over the years. We have doubled the space of F&B from 7 to 14 restaurants and cafes, as we anticipated greater demand for F&B experiences,” says Ibhrampurkar.

“We have also increased our entertainment offering by increasing number of screens from 7 to 11 at Inox Malad. Our multiplex is now live with Imax, MX4D, ONYX led screen and premium insignia’s, and have recently opened ScreenX, which is a multi-projection screen covering 3 walls that gives a 270 degree wide movie format making it probably the only multiplex in the world to have so many formats under one roof,” he adds.

“At the inception of Viviana Mall, FEC and food court were a part of our extensive

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YOGESHWAR SHARMA
ED and CEO,
Select Infrastructure
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“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”



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“Engagements activities push customers to feel like a part of the shopping center and results in more time spent per visit. The mall must ensure that the entire experience of events and activities is a non-intrusive one, allowing a customer a peaceful visit every time s/he visits”



have also made good use of the extra space by restructuring the bowling alley lanes and adding other major attractions such as the trampoline jump, sky race, drop-and-twist, to name a few. The timely upgradation cycle at Viviana Mall serves as a perfect testament to our efforts in creating unparalleled experiences for our customers,” reveals Agarwal.

“We have observed that any category-led promotions give us good results and positively impacts our F&B sales. Recently, we organised a Food Fest which involved specially curated F&B offers and unique dishes along with various engaging activities and workshops around food. This helped achieve a 14 percent YoY increase in F&B sales during the course of the event,” says **Anuj Arora, General Manager, Oberoi Mall.**

“Malls today are dedicating around 30-35 percent of the GLA to F&B and entertainment. The working class has increased exponentially over the years and so has the number of people eating out. F&B at LuLu Mall itself has recorded a growth of 21 percent. Earlier, FECs were planned and built only for toddlers and children. India today has a brand aware, tech-savvy millennial population with increasing disposable income. Providing exciting entertainment options to them is equally important in order to drive



footfalls. So, malls should now focus on building FEC spaces that cater to kids, teenagers and young adults alike,” explains Philips.

Importance of Mall Decoration

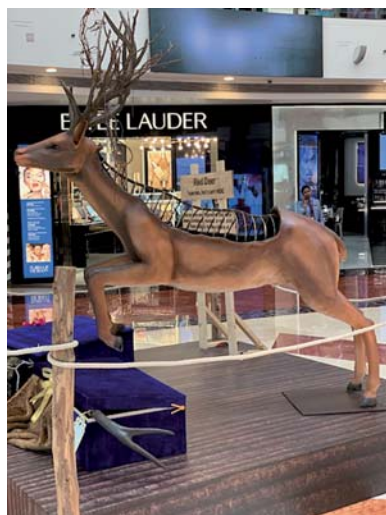
In the age of e-commerce people don't just come to shop or eat at a shopping mall. What draws their attention more is different thematic decorations, selfie booths and photo ops. The idea is to offer something more than just shops, by combining interactivity and engagement through visually enticing décor. These interactive installations serve to create excitement for patrons across age groups. Shoppers participate in games, win prizes and then capture their memories through selfies, gaining experiences as

part of a leisurely day spent at the mall. Festival décor too makes for high impact engagement and helps convey the festive mood, giving off a feel good vibe. Innovative decor welcomes new customers, generates photo opportunities leading to social media traction and assured PR.

“Every year, we have a theme that we ideate and execute, and it runs as a central theme across all our celebrations. This being our sixth year of operation, we ran a colour theme and a week-long extravaganza was organised. This theme ran through our installations and art exhibits as well as the activities conducted

as part of the celebrations,” says Agarwal.

“The mall decoration (if done well) uplifts the festive mood thus increasing visitor dwell time. Even a simple installation can be a photo opportunity for today’s selfie lovers. This was recently observed for our Janmashtami celebrations when we had an installation of Krishna playing a flute (with flute music on background) along with Radha dancing on the tunes which



attracted various Boomerangs and Selfies by patrons,” adds Arora.

Similarly, Mehra says, “This Durga Puja we had 4 installations at the central atrium which depicted the festivals celebrated at around this time at four different regions (North, South, East and West) in India.”

Malls across the world are experimenting and creating unique themed décor to suit every changing season and occasion, with the help of creative directors and highly acclaimed



ARIJIT CHATTERJEE
COO, Junction Mall

“Customer engagement is a long-term investment in a company. We have the chance to encourage loyalty, and even increase conversions. The right approach to customer relationships can mean long-lasting ties that continue to be profitable even years down the road”



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General Manager, Oberoi Mall

“We organised a Food Fest which involved specially curated F&B offers and unique dishes along with various engaging activities and workshops around food. This helped achieve a 14 percent YoY increase in F&B sales during the course of the event”

professionals. By ensuring that the otherwise stagnant infrastructure is given a facelift with creative installations and décor, the ‘newness’ of a property can be maintained at all times. Having been presented with an avenue to express one’s opinion then and there, customers take to their social media accounts to post photographs and reviews, thus creating an indirect marketing tool for the company.

“We at Select CITYWALK strongly believe that décor plays a very important role specially during any festive season. Every year, festivities, seasons and sales see the best of our decor on display. For Kargil Day we showcased a thematic installation of the last letters of the martyrs with an experience of a live bunker with sound effects. Recently the mall celebrated the festival of Diwali where décor of the shopping centre was inspired by various aspects of the Ramayan. The central atrium depicted Hanuman carrying the sanjivani booti – a magical herb – as well as a dhanush, the divine bow. The outdoor area was decorated with architectural elements inspired by Indian mythology as well as rotating diyas, which are synonymous with spreading prosperity and light. Select CITYWALK also likes to engage our audience via crowd-sourcing talent. We also initiated a contest – Designagram where students and professionals were invited to share their

creative ideas to be executed by Select CITYWALK as mall décor. We are receiving a phenomenal response to this as well,” shares Sharma.

Resonating this, Chatterjee says, “Mall decoration during different festivals is the foundation of creating mall promotion campaign since it is one of the most important elements for the shopping mall to attract visitors. Budget on creating the trendy shopping mall decoration was increased steadily in past few years.”

The Link Between Customer Engagement & Loyalty

Marketing is the art of attracting and keeping profitable customers. It is a proven fact that the top 20 percent of the loyal customers often generate 80 percent or more of a firm’s profits. Interacting with customers, developing loyalty programs, personalising marketing are key activities that could be used to build customer loyalty.

“Most retail and mall establishments run their own loyalty programmes. However, in most of them, less than 50 percent of the entire loyalty base is active and redeeming rewards within the loyalty offerings. Using the right medium to offer the loyalty programmes is vital to its success. With over 80 percent of one’s customer base, owning a smart phone and spending an average of 8-12 hours on it, it is

UNUSUAL MALL ACTIVITIES (FY 19-20)

	<ul style="list-style-type: none"> • November 14 - Children’s Day • December 1 - World’s AIDS Day • December 25 - Christmas • December 31 - New Year’s Eve
	<p>The Wedding Fest, Sunglass Festival, Electronic and Gold Festival. Apart from these activities, the mall is also planning to launch the campaign called ‘Be Seen Celebrating’.</p>
	<p>The mall has planned celebrations/ engagements/ activations around Children’s Day, cake mixing ceremony, and then the most awaited event of the year - Jingle all the way! (Christmas 2019). It plans to end the year with a bang followed by the End of Season sale and few category-led promotions planned in early 2020.</p>
	<p>The upcoming events include the annual sports property LuLu Football challenge, Christmas and New Year, followed by LuLu on Sale, Republic Day celebrations, LuLu Flower Fest and Valentines’ Day, the 7th Anniversary celebrations and LuLu Retail Awards.</p>
	<p>Post the Diwali festive season, the mall has an exhaustive set of initiatives lined up for the end of the year to mark the winter season, Christmas and kids events primarily takes centerstage.</p>

a known fact that the dramatic influence mobile phones has had, not only on retail, but on all daily personal activities is going to continue to increase. Therefore, building a mobile-first loyalty programme will prove critical in customer retention strategies. Driving offers, bill submissions, managing points and posting communications through mobiles, will not just be convenient to the customer, but will help maintain an active loyalty base. It is important to know your customers. And in order to know the customer, malls must collect information and store it in a database for database

marketing. A customer database, containing the consumers’ past purchases, demographics (age, income, family members, birthdays, psychographics (activities, interests and opinions), mediographics (preferred media), is golden. But not all customers would want an ongoing relationship with a company and may resent having their personal data collected and stored. Concern towards customer’s privacy and security is required and the marketing needs to be subtle,” explains Philips. “Loyalty doesn’t come easy. It needs to be generated through some serious services and



MARKETING IS THE ART OF ATTRACTING AND KEEPING PROFITABLE CUSTOMERS. IT IS A PROVEN FACT THAT THE TOP 20 PERCENT OF THE LOYAL CUSTOMERS OFTEN GENERATE 80 PERCENT OR MORE OF A FIRM’S PROFITS.

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incentives at every visit of your customer. Things only work when you treat your customers well else 'someone else will' concept shall apply. You need to pamper them, keep engaged, entertained and feel like special at their every visit. To retain your customers, you need to run regular loyalty programs and keep them engaged as highly engaged customers are the most loyal ones," adds Jain.

"Both are very intricately connected. Continued customer engagement builds loyalty of the patrons which helps in garnering repeat footfalls and with customer loyalty intact, the probability of success of all future customer engagement increases multi-fold," says Arora.

Clubbing Engagement with Social Causes

Involving customers in a social cause can be highly satisfying for them. For customers, it becomes 'shopping with a cause', and this is enticing to them. For malls, this means giving back to the society, aside from increased profits.

"Most of Viviana's social engagement activities are aimed at generating awareness towards a cause or seeking participation towards it. The Pawsome Show' initiative is an ideal example of a customer-engagement initiative that was clubbed successfully with a social engagement/ community service initiative. The objective of the action was to generate awareness towards dogs abandoned by the owners and the



local breed of dogs who are being ignored. We arranged an adoption drive for such pets but keeping it as only an adoption drive would not have gathered the kind of response we wanted. Hence, we invited our patrons along with their pets to be a part of a special fashion show for pets and the response was phenomenal. Even before the event, the response on social media was great. The surviving stories of the rescued dogs reached to thousands of visitors and many pets were adopted at the event," highlights Agarwal.

"Oberoi Mall has been associated with a number of social causes like spreading awareness of Autism, Down Syndrome, various other disabilities, or conservation of energy, environment etc. The mall organises the World Sparrow Day every year, wherein it tries to spread awareness of

the importance of sparrows and how one sees them diminishing drastically in cities especially Mumbai. A display for bird feeders, bird houses and various types of sparrows is kept for enthusiastic customers," says Arora.

Malls Spend on Engagement

A customer is a long term investment for any organisation. In the age of e-commerce, it is necessary to build and grow customer relationships. Investing in engagement results in lasting returns while strengthening the mall-customer relationship.

"The effectiveness is always measured considering the spike in footfalls and the sales of different retail partners at the mall during any activations/ engagements/ events. Until now, our patrons have been very kind to us by giving us encouraging response and support time and again in all our customer engagements," reveals Arora.

After every on ground event, our executives take feedback from associated stakeholders to gauge its effectiveness. We also have feedback systems in our washrooms and at various other service touchpoints in the mall. Although social media conversations might reflect a

smaller segment of our customer population, it's a very vocal segment. Customers take to social media to express any concerns they have. It is crucial to take all this feedback and act on it. Website and social media metrics for events are highly helpful to judge its impact," says Philips.

"We usually measure our success via qualitative feedback and quantitative measures like participation, footfall and sales at the back of key events and initiative," adds Sharma.

One can't improve customer engagement if one doesn't know how to measure it. There are a number of different ways it can be calculated and one of such big measure is the increase in footfall.

"We gauge effectiveness based on the number of downloads of the Quest mobile app and the number of active users, reach, engagement rate, month-on-month and year-on-year growth for the footfalls in the mall and sales figures of all the brands housed at Quest," shares Mehra.

Manpower & Logistics

To create various consumer engagement activities, malls go the extra mile by employing extra manpower and logistics to ensure the best experience to consumers.

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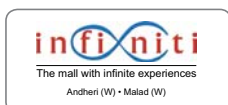
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“There is a management team that handles daily operations of the mall. The mall team along with the outsourced manpower (housekeeping and security) manages and executes the events. At times, when there are larger events like music concerts, celebrity visits, there are special security and valet arrangements done by the mall and the event agency for smooth vehicle and customer movement,” says Agarwal.

Resonating the same, Jain shares that the mall outsources the event to an event management company, however, it is monitored and lead by the mall employees.

“When we have any celebrity visits or large events that involve public gatherings we plan additional manpower and logistics to ensure smooth execution of our events, seamless parking, security and safety of people within our premises,” states Ibhrampurkar.

“Yes, given the magnitude and size of the event, we ensure our staffing is adequate to ensure a smooth experience for our patrons and accordingly, we hire extra manpower on contract basis during all such engagement events,” shares Arora.

Similarly, Chatterjee says, “Post budgeting, we get in touch with various local and national level agencies and event management companies for a niche productivity and professional execution of the same.”

However, malls like LuLu and Select CITYWALK hire extra employees only when it is needed, otherwise they have big teams in place to handle such tasks.

“This entirely depends on each activity. For events and activations, additional manpower is required. The loyalty programme is being run by a dedicated department with several staff of its own. Same is the case with services like valet, butler, etc.,” says Philips.

“It depends on the activity. We work with third parties where required to manage the engagement. A lot of the initiatives are either self-initiated



or in collaboration with partner brands and other agencies,” adds Sharma.

“Security, engineering, extra man hours for housekeeping are required for the success of the event. Additional logistics with police deployment, traffic authorities, ambulance, fire engine is required to carry out the various customer engagement activities,” Mehra states.

Engaging New-Age Customers

The customer is coming days would like technology to make things available on just one tap like ease of access, navigation in the parking to vacant slots, guidance when moving around the mall, information on ongoing offers, promotions and events, loyalty programme usage, virtual trial rooms, e-order or booking in advance of certain products like phones, grocery with home delivery options, intimation when a non-available item is in stock, voice command based interaction with mall app, augmented reality based guidance, mall social media connect and so on.

“The customer of the future is Generation Alpha – aged between 6-16 years. These children are expected to be the wealthiest, most highly-educated and technologically-connected group to date. Collectively, their spending power is huge. From a young age, Alphas would have been widely exposed to multiple digital platforms. Businesses



will have to adapt to radically new ways of interacting and communicating with Alphas, compared to their parents. Generation Alpha’s consumer experience will have to be seamless and integrated, with a personalised experience. So, now as a shopping centre, we must ensure that we constantly create activations and campaigns catering to parents of these children. Back to school and summer/ winter holidays are no longer enough. We need to incorporate elements for this TG throughout the year and also change the way promotions are done. There is a huge potential to tap into a rising crop of child influencers who have their own Instagram pages and YouTube channels with subscriber counts well into the millions,” shares Philips.

“Customers in future, want to browse real time inventory

available in the stores at the mall on their phones and basis that decide their visit to the mall. They also want hassle free shopping services where their shopping bags get delivered to their home or they are able to reserve the choice of products on their phone and then pick it up from the mall. They don’t want to stand in queues anywhere. However, traditional retail values like better store experiences, larger product assortment, honest deals from brands, quality merchandise and value driven products will never go out of fashion,” adds Ibhrampurkar.

The customer of the future will want the shopping mall to be more digitized and look forward to personalization experiences within the mall. It will be important for the mall to be omnipresent across all the marketing communication channels. ●

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

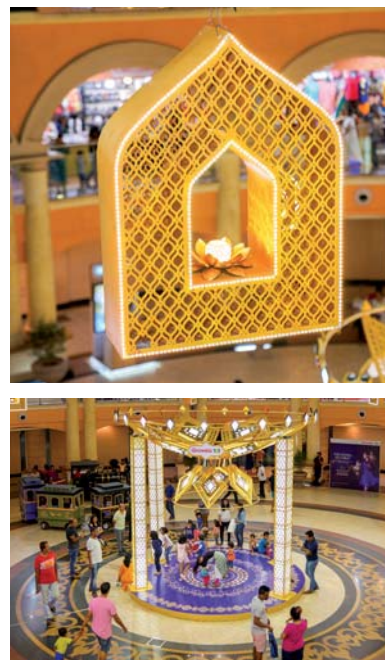
Growel's 101's 'Festival of Delights' event blended the euphoria of the festive season with visual grandeur and consumer experience...

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.

“We intend to convert KW Delhi into an ‘Experience Destination’ rather than just a simple shopping destination. Therefore, we finalise our tenant through a series of established selection processes in accordance with our zoning plan. During the selection of tenants, utmost care is being taken to ensure that the end result is an ultimate consumer experience to the end user,” explains Jain.

Brands in the Mall

The key brands in the mall are:

- Being Human
- Park Avenue
- The Raymond Shop
- Color Plus
- Van Heusen
- Elini
- Louis Philippe
- Allen Solly
- Belle Lady
- Peter England
- Jockey
- Kiaasa
- Riyaz Gangji

The food outlets and restaurants include Domino’s, Wow Momo, Wow China, Moti Mahal Delux, Nirula’s, Café Coffee Day, Bread and Crumbs, Baskin Robbins, Chai Thela and Dosa Pride. The mall also has an outlet of Looks Salon and Himalaya Optical.

“In keeping with our name, KW Delhi 6 has special fondness

for local brands and has created a special zone for them at the ground floor and second floor. The idea is to create a perfect blend of local, national and international brands and to offer a complete range of shopping

their enthusiasm dedication and energy level, when blended with our vision, will create a new horizon of success for the market to follow. After understanding the concept of brands, we try to position them in accordance

plan at the mall is designed with due diligence discussion and deliberation, to ensure a free flow shopping experience to the user in each and every corner of the mall. Here’s a look at the zoning map of KW Delhi 6:

4F	Restaurants		Anchor – FEC/Cinema 20000+10000 = 30000 sq ft
3F	Food Court		
2F	Electronic Anchor 10000 sq ft	Local Retail, Beauty and Wellness	
1F	Fashion Anchor 15000 sq ft	Women’s Fashion, Kid’s Fashion, Toys, Footwear	
UG	Cosmetics, Watches, Jewellery Accessories	Men’s wear, Unisex Apparel, Active Wear, Footwear	
LG	Value and Local Retail Bags, Footwear, Salwar Kameez, Fashion, Jewelry	Anchor Home + Fashion 20000 sq ft	Anchor- Reliance Smart 30000sq ft

options and experience in line with Delhi 6’s essence of ‘Freedom Shopping,’” says Jain.

New Brands in the Pipeline

The mall is all set to welcome new brands in the near future.

“We have already extended our arms to welcome all the new brands, as we believe that

with our zoning plan. As per our commercial understanding, we consolidate this association by providing a rent free period, free promotional activities during the period and many more customised options,” states Jain.

Zoning

As the essence of KW 6 is freedom shopping, the zoning

Talking about the competition, Jain explains, “Rajnarag Extension is a residential area and there are no organised shopping options in the area. Our competition would be with unorganised local markets and convenient shops in various societies. However, KW believes in self competition, as we offer optimum space per walk-in and above all a personalised world class service.”

Events & Activities

KW 6 is planning to form a promotional and event management committee that would have representation from associated brands. “We will be dividing events in different categories, and each category will have tangible goals associated with it. We plan to make a yearly event calendar based on due diligence, market factors and sentiments, festive season, social events and occasions and the implementation of this calendar would be taken care of by the event management committee,” says Jain.

The three factors associated with the events are footfall,





“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 LUNCH 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”



conversion ratio and average sale per walk in. “However, the conversion ratio and average sale per walk-in are substantially important and one needs make continual effort to increase the monthly growth in the conversion ratio and average sale per person,” adds Jain.

Marketing & Promotional Strategies

The mall intends to create another committee in association with brands to care of all the marketing and promotional strategies. “A collective fund would be allocated for the purpose, along with a in-house dedicated team which will analyse, interact, monitor and implement the

strategies under the guidance of the established committee,” explains Jain.

Technology

KW Delhi 6 intends to implement the latest options of available technologies such as AR, VR and AI, holography for gaming and mall management. “The idea is to create a mesmerising impact on the end user not only with our personalised cordial service but with the best of the available technologies in the world. In fact, with our latest association with JadooZ Cinema, we are planning to launch a personalised cinema experience, where a group of viewers can watch a movie, play, web series, Netflix or Amazon content of their choice. There are

other features as well which we will introduce soon but we can’t reveal them now as we want to maintain to the element of surprise and curiosity among the visitors,” reveals Jain.

Phy-gital stores & In-Store Innovations

The Phy-gital store is the future of Indian retail. Our shopping habits are transforming very fast with the technological advancement globally. From physical shopping, there is substantial shift today online shopping and now to bridge the gap between physical and digital shopping the concept of Phy-gital stores is exponentially enhancing and it is definitely the future as per as retail shopping is concerned.

“The extension of available technologies can enhance the

customer experience in many ways , starting from digital mannequin , humanoid store manager , AR and VR display of the product , AI to learn and analysis customer behavior and choice , Inventory management and update , the possibilities are immense and we would be doing lot of this with support and coordination of the brand,” says Jain.

Food Court

“Apart from giving the best of local and international cuisines as well as a world class experience, we are planning to incorporate latest technologies available at our food court, to create a long lasting impact on our customers. We are planning to bring humanoid wait staff, VR /AR concept in food serving and table entertainment,”concludes Jain. ●

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NEXT ISSUE HIGHLIGHTS

DECEMBER 2019 Most Admiring Shopping Malls 2019: Shopping Centre News December edition takes an in-depth analysis of 'Most Admired Shopping malls pan India.' The feature will highlight the key achievements of the malls on the parameters of popularity, FEC, foodcourt and new retail brands added in 2019.

JANUARY 2020 Shopping Mall Managers: Shopping Centre News January 2020 edition talks about the face/ leader/ team behind the success of the mall. The feature will talk about these leaders, who single-handedly change the brand value and future of the mall. We will also be looking on the case studies and other effective campaigns led by them.

INSIGHTS INTO THE FAST DEVELOPING RETAIL REAL ESTATE INDUSTRY.

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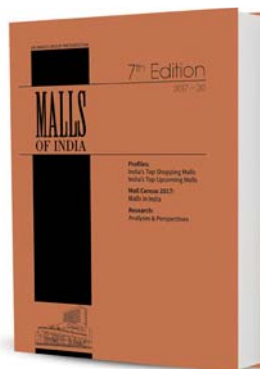
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MALLS OF INDIA 2017-20

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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





“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”

– MANOJ K AGARWAL



“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”

– SANTUSH KUMAR PANDDE



“It is critical for the store front to attract, inspire and communicate the benefit (new merchandise, special offering, promotion etc.) to the very distracted consumer”

– SURENDER GNANAOLIVU



“When it comes to an apparel brand, store design and visual representation is key. Hence, video cataloguing and video walls have worked well for us over time”

– VINAY CHATLANI



“We at The Body Shop always try to add something exciting to our store designs. To achieve the same, we have come up with a new concept - Beat Concept”

– CHITRESHWAR SENJAM



“We are starting with a kiosk model of retail in malls and then venturing out into a store set up. Our current kiosk is scheduled to be launched in Delhi’s iconic retail destination Select CITYWALK”

– VIBHUTI ARORA



“Considering that the mall is a closed space in itself we often choose to have interiors and visual merchandising which can make the area look bigger and more spacious”

– SAURABH RATHORE

mall a great retail destination.”

“It is critical for the store front to attract, inspire and communicate the benefit (new merchandise, special offering, promotion etc.) to the very distracted consumer. This needs to be delivered in 4-5 seconds which is the time taken for consumers to cross a store and also their attention span at a store front to make a decision to enter into it. So, it is critical for the presentation to be impactful in design, concise in communication and innovative in telling a memorable story. Use of kinetics or dynamic media integrated into a good display will help grab attention in a very busy mall environment,” says **Surender Gnanaolivu, Senior Consultant - Retail Experience.**

As pointed out by Agarwal, the role of a mall in helping brands work on their VM needs attention. For brands too, it becomes imperative to work in sync with the mall management while designing and executing their VM. Unlike at high street, at malls, the brands have to compete with not just the other brands present but also with food courts and entertainment centres that are eyeing on the shoppers time while she is at the mall. If the brand manages to keep the layout of its store engaging and interacting, it simply compels the shopper to spend more time at the store and more the time, better is the conversation ratio.

For e.g Hamleys stores worldwide has a very attractive store layout and their visual merchandising incorporates tons of colours and surprise element at each step. The zoning at Hamleys stores is filled with excitement where in between the aisles they have ensure that the shopper has something to look forward to. One cannot leave a Hamleys store without spending at least 45-60 minutes within the store. The sale staff at the stores works in sync with the visual merchandising where key products on display at regular intervals are shown in action with live demonstration. Be it magic kit for kids or the boomerang that remains their evergreen product.

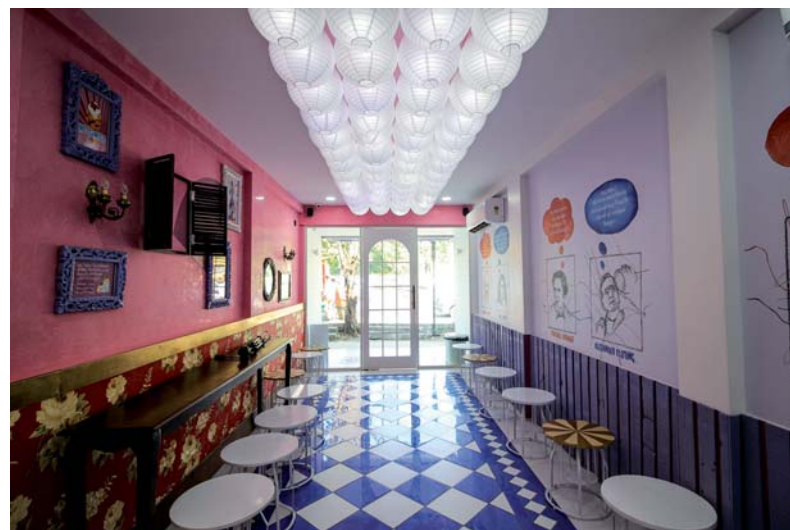
With a presence in 68 malls across India, Indian wear brand, Soch opened its first outlet in India at Forum Mall, Bangalore. With an average store size that

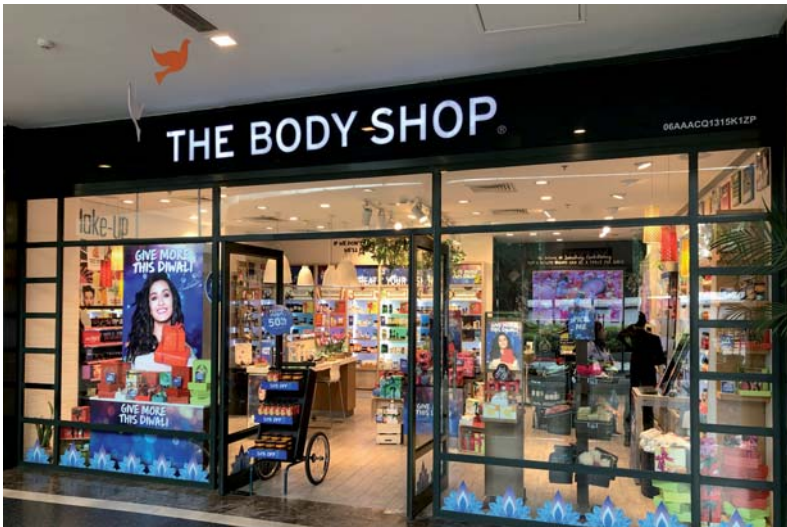
runs across 1600 sq. ft., each of the stores are designed to enthrall the shopper with subtleness in the store décor yet keep them engaged with the collection that speaks for itself. **Vinay Chatlani, Director & CEO, Soch** elaborates on the importance of visual representation, “When it comes to an apparel brand, store design and visual representation is key. Hence, video cataloguing and video walls have worked well for us over time. We have introduced store facing digital screens that show videos of our collection. The good old mannequins

are something that are quite underrated but when it comes to ethnic wear we have noticed that several consumers notice the garments on the mannequins. We have a host of mannequins, customized to showcase our different garments – saris, salwar suits, bottoms and kurtis, for example, and we consistently look to refresh our shelf talkers, mannequins talkers, etc. In the future, technology will evolve to get more personalized, and link browsing to sale. We see retail getting a lot more experience driven and interactive, aided by technology.”

VM Essentials

“Opening a brick-and-mortar store is a fairly easy job but to keep it running successfully is the real challenge. In the era of stiff competition from well-funded e-commerce players and innovative start-ups, visual presentation has become even more important a factor for successful operation of an offline retail businesses. Converting a prospective buyer into an actual one involves more than merely managing a store,” shares Agarwal. His team has a certain set of rules and regulations concerning visual merchandising for its stores, which need to be followed by the retailers. Elaborating on the same, he reveals, “For example, the stores must offer a positive ambience to the customers for them to





enjoy their shopping. Proper space, lighting, placement of mannequins and displays, colour of the walls, type of furniture, music, and fragrance – all are essential to increasing the sale of the products. Also, signage displaying the name of the store or other necessary information must be installed properly outside the store, at a place where it is easily visible to the customers even from a distance. Mannequins and displays should be intelligently placed and must highlight the unique collections, latest trends and new arrivals in order to catch the attention of individuals and should not act as an obstacle. They should never be kept at the entrance of the store. Lastly, but very important – brands must select the theme of the store according to the season.

Pandde shares some interesting and essential VM features that brands need to follow while working on their VM design.

“Appealing Visual

Merchandising requires good visibility of the store, which can be achieved through appropriate lighting, openness and uncluttered storefront. In the age of technology, digital signboards, screen based communication can further enhance VM. Conscious of the safety standards required for our guests, we insist that mall décor and essentials such as standees or any other physical store aid is in compliance with the mall standards. Even seasonal decors have to be in sync with the mall’s consideration of safety, look, feel and outlook,” he says.

To ensure that there are no flaws / drawbacks in the VM implementation by brands, the team at R City Mall, works very closely with brands to have periodic checks to eliminate any elements that may be hindering the overall appeal of VM. Pandde adds, “Our retail partners are encouraged to also conduct internal audits for everyday upkeep of VM.”

Essentials a brand needs to follow when working on the VM for a store in the mall:

Location & Layout: Placement and location is key to VM.

The window displays and entrance of the stores are the first touch points that grab a consumer’s attention and placing the most relevant and new garments at these spots are essential. The layout inside a store should promote and highlight key merchandise.

Brand Identity: VM should speak the brand language and aid in reinforcing brand identity. This is especially important when it comes to fashion brands as visuals are key to enhance product appeal.

Brand Message & Communication: VM is an excellent tool to relay a brand’s message and speak to consumers. For example, initially Soch was looked upon as only an occasion wear brand. However, with focused and tactical visual merchandising, daily wear and our work wear line was given the impetus it required.

Leveraging Technology: Technology is an excellent enabler for VM, and further advancements will lead to greater creativity.

Innovation: Whether product placement, fresh merchandising or engaging with newer technology, innovation is very important for a brand to stay relevant.

~ Vinay Chatlani, Director and CEO, Soch.



The Difference

Chatlani says, “A key difference between mall stores and high street stores is how we believe the consumers interact with them. A high street store needs to grab attention for passing traffic, and hence, the façade and window needs to be geared to make an impact within a short time span. On the other hand, in malls, usually consumers encounter the store at eye level, and we have the opportunity to deliver more nuanced communication. Another difference usually is in floor plates – our mall stores are on a single plate, while high street stores could be across multiple floors. These differences impact how we approach our high street and mall stores. For

example, in our high street stores we run large LED screens on the external façade where it is the most impactful in drawing foot-falls, while mall stores run portals to give mall consumers a glimpse of what’s available in store.”

Speaking about any regional differences that need to be observed, Chatlani adds, “In terms of regional differences, the colour palettes are sometimes synced with regional festivals and local preferences.”

“Fundamentally the design strategy and effort is the same but the interpretation of the VM may need to vary for both, shopping malls and high street. The line of sight for impactful visibility and environmental challenges, such as sunlight,

streetlight, car parks, electrical facilities, shared buildings could add a layer of challenges for high street stores. Malls have controlled environments making the VM concept easier to adapt,” explains Gnanaolivu.

When it comes to beauty and skin care brands, the art of VM gets all the more intricate and especially so if the store is in a mall. Though, a lot many brands in this category have added innovation to their VM design with the sole aim to engage the customer walking into the store / kiosk.

Chitreshwar Senjam, Deputy General Manager - VM, The Body Shop India shares, “We at The Body Shop always try to add something exciting to our store designs. To achieve the same, we have come up with a new concept - Beat Concept. This latest evolution fuses our best ideas: using the store as a hub of energy, community space and having a service-led proposition to offer personalized, friendly advice, to deliver a new level of brand experience.” He further adds, “Our store is the home of our brand – a vibrant, nature inspired space, that has a unique heritage and it’s both informal and engaging. It is a space that is full of opportunities and discovery, where we bring the life of our iconic products through sensorial experiences, our global communities, our values and our unique stories. Clearer brand markers and more engaging fixtures provide multiple ways to shop experience the products.”

On how the brand extends their philosophy in their design too, he reveals, “We are an authentic brand and so are the materials that we use. All structures that have wood finishes are made from FSC timber to meet our environmental aims and unnecessary materials are removed with the new simple metal frames in our table legs and feature bays. The green and white floor tiles reflect our rich heritage – from our first stores.” On the differences followed in the store design for those at malls viz-a-viz those at high street, he adds, “There are no major changes

in our store format, we try to maintain uniformity in designs and concept. However, minor changes need to be done taking care of the dimension and shape of the store.”

With their first ever kiosk to see its inauguration in December 2019 at the Select CITYWALK mall in New Delhi, **Vibhuti Arora, Brand Owner - House of Beauty** talks about the VM put in place, “House of Beauty is starting with a kiosk model of retail in malls and then venturing out into a store set up. Our current kiosk is scheduled

to be launched in Delhi’s iconic retail destination Select Citywalk. The area taken there is 6 ft by 8 ft to start with. Mall displays are much more interactive than those of the high streets. High street focus is on sale of product, but mall display is for better understanding on the product - the service and the after math, since that is where one pulls the customers who may not necessary already be aware of the brand. Hence that loyalty generation is key via mall interaction.”

To hear it from a F&B brand

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



on their VM philosophy being followed at malls, **Saurabh Rathore, Founder and CEO of Gobble Me Good** shares, “Considering that the mall is a closed space in itself we often choose to have interiors and visual merchandising which can make the area look bigger and more spacious. Very often the most challenging part is to make sure the outlet stands out and hence we have the pink and white themed outlets or kiosks placed at the malls.”

Beating the Challenge

On the challenges’ front, the major one to tackle is to keep the mall guidelines in mind while also ensuring there is no compromise on the design philosophy followed by the brand. Elaborating on the challenges front, Chatlani shares, “Some of the challenges we have faced have been content distribution for video walls and linking it to store stock, it took multiple attempts to streamline the content engine for a seamless operation. Our model works on showcasing our products beautifully to consumers. However, there is a physical limitation to VM space available in a retail store. Also, certain categories (e.g. sari) are difficult to display such that the consumer can appreciate the product. On static VM displays, the consumer can be prompted to ask for a product that is sold out and no longer in stock, resulting in loss of a sale opportunity. So, we had to work on customised hardware which wasn’t readily available and put in efforts across vendors to standardise our requirements and source the hardware directly. Technical aspects like shooting content across vertical and horizontal aspect ratios has also been very challenging leading to wide experimentation, so that we can ensure great quality content for displays.”

On the essentials of VM for a beauty brand that has its presence in a mall, Arora shares, “The space needs to be interactive where clients can talk, understand the product and be comfortable. The VM should be



such that it is not perceived as too expensive or too cheap. You do not want to scare your customers but actually want them to feel at ease when browsing and trying your product. This brings me to my next point - trial or demos are extremely essential not only to retain customers and show them the correct use of the product but for them to build a bond with the brand and for the brand to retain the footfall. Further, mall models need to be sale and service oriented to direct clients on the right way to use the products so that they achieve the desired results and remain loyal to the brand. Company literature as a part of the VM also acts of great help of the lonesome client who likes to be left by themselves and know a little more about the brand instead of human interaction. The display here needs to speak to their mind."

To avoid any challenges, the team at The Body Shop works smartly by ensuring that the mall is in loop of their designing of the store. Senjam shares, "There are no big challenges as such to plan our VM, as we always have

pre-planned strategy in place and we take all prior permissions to design the stores as per our designs sanctioned".

Mall-Store Cooperation

Each brand has its identity that they would ideally like to run across all their stores - whether at malls or high street. Similarly, international brands too have a design mandate to follow. With malls taking a keen interest on keeping a tab on the VM designs being followed and implemented by brands at their malls, is there ever a situation of a tug of war? Cooperation is a word here that makes matter simple for both malls and brands.

On the action plan put in place to avoid any tussle, Agarwal talks about the modus operandi at Viviana, "At Viviana Mall, most of the brands usually send their VM designs for approvals. In other cases, retail stores adhere to rules and regulation set by the mall and showcase their VM. International brands also keep us in the loop, and if we have any objection, they fully co-operate with us."

Another important factor that one cannot miss at all top malls is the zoning. Dedicated zones in categories like menswear, kid's wear, womenswear and further bifurcating these into western wear, Indian wear, accessories etc. adds to the VM simplicity for stores in malls. Stores then save themselves the trouble of having to shout out loud to attract shopper attention on their specialty as the shopper is well aware of what s/he can expect in the area they are walking in. For e.g. High Street Phoenix in Mumbai has a dedicated zone for high end / premium brands, all of which are housed at Palladium. Similarly, Seawoods Mall in Navi Mumbai houses an entire section at the ground level dedicated to handicrafts. With clear cut zoning by the mall, all that the brands need to do is work on the attractiveness of their window display and VM within the store to keep the shopper entertained and engaged.

On how the team keeps their retail tenants on toes to always improvise on their VM to attract footfalls and give the mall a lively ambience, Agarwal shares, "Usual and identical outlets in malls give a feeling of monotony to the customers, who constantly seek change and are ready to go the extra mile if a store assures value and satisfaction. Store design has become an inevitable activity for every retailer. Renovation of the store keeps the curiosity of the consumers intact. Hence, the money spent on creating 'lively window displays' is always money well spent. So, to incentivise investment in visual

merchandising, Viviana Mall also organises an annual award for the best store décor. We also make sure that our stores complement the ambience of the mall and incorporate seasonal or festive décor."

According to Pandde, in case of international brands, the theme follows the one that has been recommended by the parent company, however, in such cases too, they work with the brands to help them align with standards of the mall. Pandde talks about the philosophy followed at their mall, "R City Mall is committed to offering an awesome and wholesome experience to its shoppers. We give brands the independence to innovate VM in line with this philosophy and with our safety standards. As long as these are met we are open to brands coming up with new ideas for VM. The only criterion is that a shopper should feel excited and happy to experience different brands and through them have a great experience at the mall."

In addition, window design set ups, festive décor and store lighting has to be approved by the team.

To Conclude...

When it comes to their presence in malls, VM is a tool that can work more effectively to drive in footfalls for brands rather than signs of discounts and promotion. The shopper today is restless and always on a lookout for something new. Regular renovations and adding of exciting props to the VM designs can make a world of difference to the brands present in malls. ●

ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

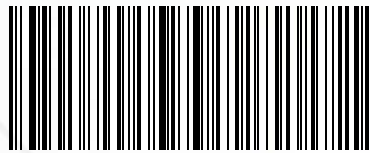
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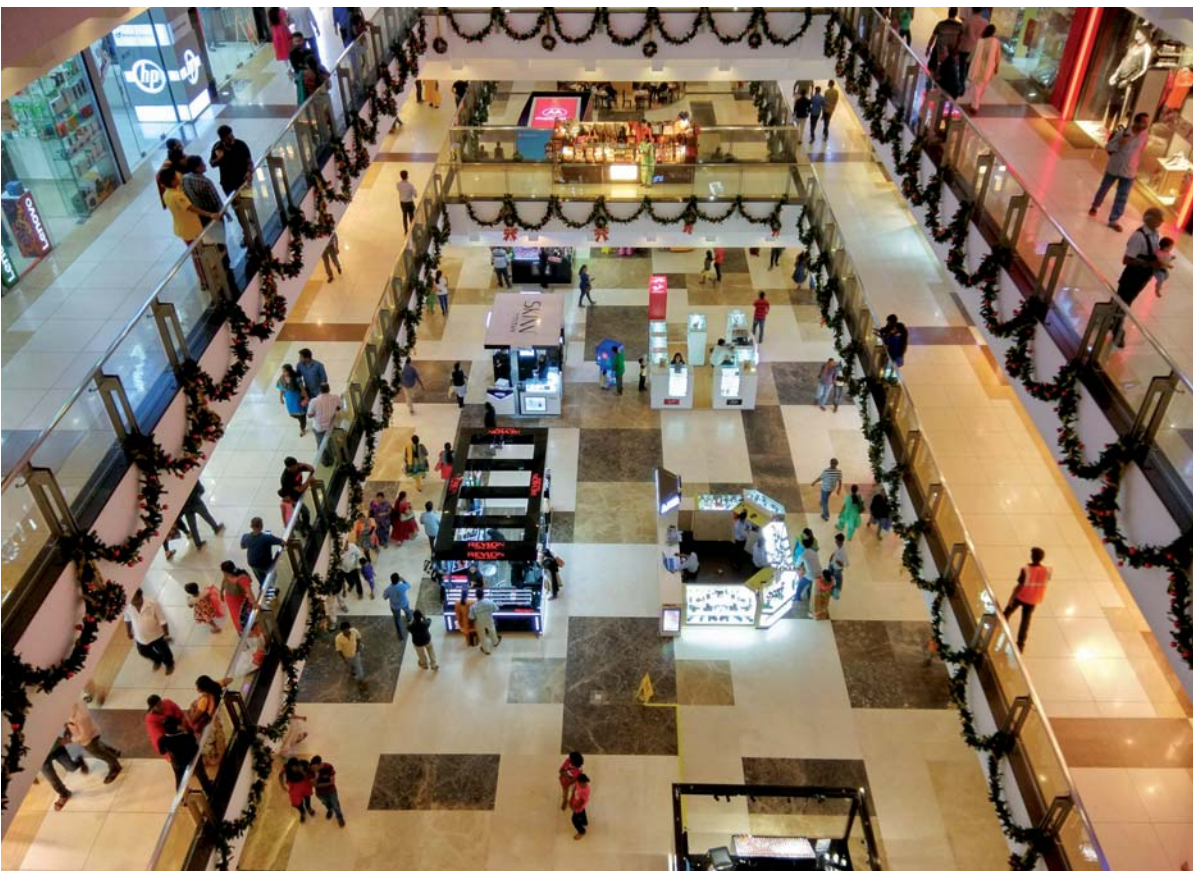
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MALLS & WAREHOUSING: CHENNAI CRACKS THE CODE

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

that mixed-use elements by way of entertainment options are de rigueur in the city's malls is another important footfall driver.

South Chennai – the Shopping Hub:

As is seen in most large cities, Chennai's Southern precinct draws the aces when it comes to attracting the cream of real estate developments. Several malls are either already operational or coming up in South Chennai, which is largely inhabited by the city's IT/ITeS professionals. At least three new malls are coming up in the OMR belt over the next three years while malls like Grand Square, Phoenix Marketcity, Palladium are already operational.

Warehousing & Logistics

Today, no city's retail success story is complete without mentioning the support its shopping malls as well as e-commerce industry receive from warehousing and logistics.

These are the lifeline for all retail growth anywhere in the world - without efficient storage and rapid movement of consumer goods, the retail sector cannot hope to thrive. Interestingly, the city's warehousing and logistics sector predates its mall boom, for good reasons.

W&L Demand Drivers: Chennai has historically been one of India's most prominent hubs for trade and commerce. This caused it to evolve into one of the key manufacturing hubs, particularly for automobiles. Besides having major connectivity via roadways, Chennai is also a very active port city. Warehousing and logistics have, therefore, always existed here in some form or the other.

The city's eminently strong IT/ITeS sector drove its rapid evolution of tech-enabled warehousing solutions, and simultaneously its emergence as one of India's most prominent e-commerce hubs. Today, there are several clusters including

North Chennai - Waiting for Growth Boosters

North Chennai has been a prominent location since the 16th century due to its proximity to Chennai port. For many decades, the economy of this region revolved around port-related businesses such as fishing, transportation, and logistics. As the city evolved, the economic profile of this region has also developed.

In comparison to the southern and western parts of the city, North Chennai's real estate market has been relatively stagnant due to the absence of major demand drivers. The underdeveloped infrastructure failed to attract a variety of industries. However, the state government has planned many projects to improve the region's connectivity with West and South Chennai. As and when these infrastructure initiatives are completed, North Chennai's economic and real estate profile is also expected to improve.

Social Infrastructure:

Several retail establishments of North Chennai are concentrated in the nearby localities of Central Chennai - Purasaiwakkam, Jamalia, Perambur, Kolathur, and Washermenpet. Some of the prominent malls in the vicinity are Abirami Mega Mall, Spectrum Mall, The Grand Venus Mall, and SKLS Galaxy Mall.

North Chennai along with some neighbouring areas of Central Chennai is home to many reputed colleges. These include VEL Tech College, Madras Medical College, Kilpauk Medical College, Sree Muthukumaraswamy College, Thiruthangal Nadar Arts College, Dr. Ambedkar Government Arts College, Tamil Nadu Veterinary and Animal Sciences University, RB Gothi Jain College, and Kumaran Institute of Technology are some of the prominent colleges of North Chennai.

This part of Chennai also has access to healthcare facilities with hospitals like Rajiv Gandhi Government General Hospital, Perambur Railway Hospital, MGM Healthcare, Billroth Hospital, Apollo Hospital, Srinivas Priya Hospital, KVT Speciality Hospital, and Sugam Hospital.



Sriperumbudur-Oragadam - located outside the city - that have, over the years, evolved into important warehousing and logistics hubs.

Once again, excellent connectivity is the key driver to this important industry's success in Chennai. These clusters have easy accessibility via highways, ports, the airport and railway stations. Needless to say, Chennai's thriving warehousing and logistics industry has also had a significant positive impact on the residential activity in areas in and around these clusters.

Investments Galore: Chennai's strengths as a logistics and warehousing nexus has also been generating interest among investors due to the high volumes of exports and manufacturing

services spread across the city. Investments in Chennai's logistics and warehousing industry have seen a steep upturn since 2018. Since December 2018, the city drew private equity inflows of US \$220 million in the logistics and warehousing sector alone.

In previous years, demand for warehousing in Chennai primarily came from the automobile sector. This changed in 2019, when demand came mainly from e-commerce, manufacturing, and food processing companies. As we speak, infrastructure upgrades like the proposed Chennai-Maduravoyal port and the accelerated completion of Outer Ring Road are driving up the stakes for Chennai's warehousing and logistics sector. ●

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



'switch' from upgrading their accessories cabinet to fulfilling their hunger pangs in a jiffy.

To enjoy the benefits of VRP Switch, customers had to shop for a minimum of ₹ 3,000 from a women's ethnic wear store, men's formal wear store or an accessories store. In return, they would get corresponding free shopping coupons worth the same amount for women's western wear, men's casual wear and food /entertainment.

The VRP Switch was available at many brands including Global Desi, Biba, Label by Ritu Kumar, Mufti and Craftsvilla to name a few in the women's ethnic wear category. Men's formal wear brands which took part in the initiative included Louise Philippe, Park Avenue, Peter England, Indian Terrain, Blackberry, Zodiac and Rare Rabbit. The accessory outlets that were a part of the festivities were Body Shop, Oud Arabia, Organic Harvest, Swarovski, Daniel Wellington, CaratLane, BlueStone and Lenskart.

The brands together made VR Punjab's Free Shopping Spree a truly wonderful experience.

Over 30 Leading Corporates Participate in Elante Sports League

Elante Sports League, Chandigarh Tricity's most exciting multi-sport event saw participation from over 30 leading corporates in the state of Punjab. Over 100 enthusiastic participants took part in the three-day sporting event. The sports enthusiast participated wholeheartedly in the open tournament across the categories of Badminton, Chess, Table Tennis, and Carrom.

The first prize winner of each sport was awarded one complimentary couple's stay at Hyatt Regency, Chandigarh. The second and third runners-up won sparkling trophies and certificate of appreciation. The event observed

a lot of enthusiasm from the participants and became an attraction for the walk-ins.

Speaking on the occasion, Thrinath K, Centre Director, Elante Mall, said, "It has been our constant endeavour to create direct engagement opportunities with the esteemed corporates at Elante and be a part of their happiness and celebrations along with promoting the principals of a healthy lifestyle. It is heartening to see the overwhelming response we received during the three-day multi-sport activity. This surely gives us the confidence to organise many such engagements which makes our relationships with the corporates, their employees and communities stronger."



The first prize winners of the Women's and Men's Singles Badminton tournament was Shalini from CSJ Infrastructure and Jaswant Rana from Siemens respectively. The team of Shalini and Prashant from CSJ Infrastructure won the Mixed Doubles match and the team of Varun Sood and Narinder Kumar from Hyundai Motors won the Men's Doubles match.

The Chess tournament was won by Varinder Kumar from the British Council and the team of Sarthak and Manish from Siemens won the Carrom Tournament.

The first prize winners of the Women's Singles and Men's Singles Table Tennis tournament was Anjali from King's XI and Dheeraj from Hyundai Motors. The team of

Dheeraj and Abhishek from Hyundai Motors and Pushpasay and Anjali from Kings XI won the Men's Doubles and Mixed Doubles tournament respectively.

Silent Garba Night at Viviana Mall to Combat Noise Pollution

Viviana Mall organised 'Silent Garba' to celebrate Navratri in the month of October. Setting a trend, Viviana Mall gave headphones to each reveler. Each headphone came with different tracks, and each track had a different colour. If someone wanted to be part of a group that was grooving to a particular Garba tune, they had to tune into the same track by identifying the colour the track was assigned to.



With this, Viviana Mall successfully blended technology with culture and festivities in a responsible manner. This will create a silent treat for spectators to watch people enjoy dancing without any loud music.

On the 'silent' celebration, Rima Kirtikar, Senior Vice President-Marketing, Viviana Mallsaid, "Viviana Mall as a community centre has always consciously celebrated festivities without losing the essence of the celebration. For last year's Silent Garba Night event, we received unexpected participation from public which showed our customers want to celebrate festivals in a responsible way, which is by deleting loud music. We are delighted that we could come in and provide a solution for the noise-free celebration through 'SilentGarba'. This is our way of spreading happiness."

In order to make Navratri merrier, Viviana Mall also hosted 'Electronic and Gold Fest' from September 29, 2019 to October 8, 2019. Several discounts and offers were announced on gadgets, appliances and gold for the consumers.



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.



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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.

