

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#73



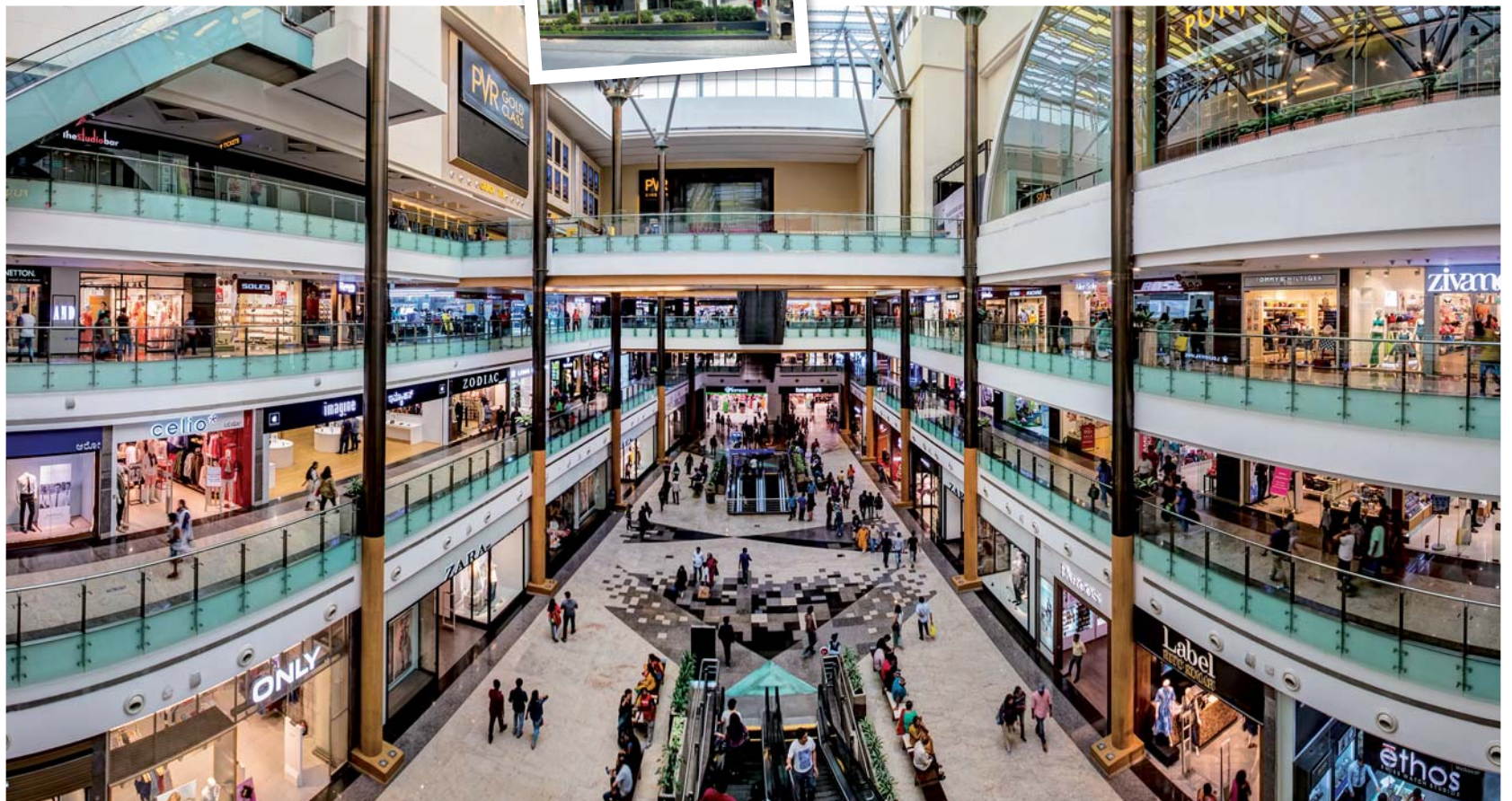
IN CONVERSATION
Bhumika Group:
Transforming Rajasthan
into a World Class Retail
& Hospitality Hub **p34**



WHAT'S HOT
M2K : Gurugram's
Latest FEC Destination
in the Making
p46



SNAPSHOTS
Special Events in
Malls in the Last
One Month **p48**



THE YEAR THAT WAS: CUSTOMER CENTRICITY KEY TO SHOPPING MALL SUCCESS **P.18**



Success Story

Inorbit Malls: Innovating, Transforming and Reinventing Shopping Experiences

p12



Innovation

Technology: Opening New Avenues for Shopping Centres

p38

Newsmakers

A lowdown of what's happening in the national shopping centre industry in the last one month **p8**

My Thoughts

The year that was for shopping centres **p45**

Store Arrivals

A list of new stores in malls **p47**

Consumer Centricity: The Key to Increasing Mall Footfall

We are at a time of great transformation in the Indian customer universe, reflected in the rising awareness of and aspirations for consumption of all kinds of goods and services. The retail customer today is firmly in the driving seat and the old adage 'customer is king' has never been as true as it is today.

With urbanisation and consumerism gaining ground, organised retail is fast growing in Tier II & Tier III cities. The average consumer is well travelled, constantly connected and is more often than not, aware of new trends, competing brands. To keep this modern consumer captivated, the shopping mall industry is metamorphosing into a consumer engagement space, focusing on experiential retail like never before.

Contemporary malls are providing services and experiences ranging from top notch facilities to entertainment and food, and even organising events and festivals to go the extra mile. There's virtual reality, artificial intelligence and augmented reality – everything the new-age shopper could want. Mall developers are dabbling in digitising services and giving the confident, connected consumer a place where s/he can come to socialise and unwind. The December issue of Shopping Centre News' brings you a detailed analyses of the need for customer centricity and how for malls, it is not just about offering

great customer service, it means offering a great experience to visitors. There are case studies on how malls have prospered after implementing more services.

And that's not all. As the year draws to close, this final edition of 2019 takes a close look at how Indian malls have spent the better part of the last few years on their heels, finding technology solutions for appreciating audiences and in a bid to lure those customers who have begun shifting to e-commerce due to convenience and a seemingly endless variety.

As always, we hope you find the issue informed and beneficial. We look forward to seeing you in 2020 with more analytical, path-breaking stories. 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.



AMITABH TANEJA



Editor-in-chief: **Amitabh Taneja**

Editorial Director: **R S Roy**

Publisher: **S P Taneja**

EDITORIAL

Managing Editor: **Surabhi Khosla**

Assistant Editors: **Sandeep Kumar, Charu Lamba**

CREATIVES

Art Director: **Pawan Kumar Verma**

Dy. Art Director: **Deepak Verma**

PRODUCTION

Sr. General Manager: **Manish Kadam**

Asst. Manager: **Ramesh Gupta**

SUPPORT

Sr. General Manager - Administration: **Rajeev Mehandru**

CONSUMER CONNECT & SUBSCRIPTION

Vice President: **Anil Nagar**

Deputy Manager: **Priti Kapil**

BUSINESS

Anjali Sondhi, Business Head

E-mail: anjalisondhi@imagesgroup.in

ADVERTISING

Delhi: **Partha Ganguly**, General Manager, **Ekta Roy**, AGM

Mumbai: **Santosh Menezes**, Regional Head (West), **Savita Mahesh Jagwani**, Sr. Manager, **Sajjad Jaffri**, Sr. Manager

Kolkata: **Piyali Oberoi**, Vice President & Branch Head, **Rohan Narayan**, Manager

Bengaluru: **Suvir Jaggi**, Vice President & Branch Head, **Smriti Bhagat**, AGM, **Ashraf Alom**, Manager

For Advertising Queries, please write to: salesretail@imagesgroup.in

Images Multimedia Pvt. Ltd.

(CIN: - U22122DL2003PTC120097)

Registered office: S 21, Okhla Industrial Area, Phase II, New Delhi 110020.

Tel: +91-11-40525000, Fax: +91-11-40525001, Email: info@imagesgroup.in, URL: www.imagesgroup.in

Mumbai: 1st Floor, Plot No. 111/3, Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400059. Tel: +91-22-28508070 / 71, Fax: +91-22-28508072.

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075. Tel: +91-80-41255172/41750595/96, Fax: +91-80-41255182.

Kolkata: P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi Store, Kolkata 700029. Tel: + 91 33 40080488

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by SP Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Modest Print Pack (P) Ltd. C-52, D.D.A. Shed Okhla Industrial Area Phase - 1, New Delhi 110 020 and published by SP Taneja from S- 21 Okhla Industrial Area Phase - 2, New Delhi. 110 020 Editor : Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. Shopping Center News does not accept responsibility for returning unsolicited manuscripts and photographs.

We are all ears! Your bouquets and brickbats are welcome.

For subscription related queries, email to: subscription@imagesgroup.in

For feedback/editorial queries, email to: letter2editor@imagesgroup.in

New Malls Add Panache to the Shopping Culture of Delhi NCR

November turned out to be quite exciting for shopping lovers in Delhi NCR, as two shopping malls, Vegas Mall and Pacific D 21 were inaugurated on the same day in Dwarka ...

By Shopping Centre Bureau



Pacific Group Operationalises Dwarka's First Organised Retail in Delhi

Pacific Group has announced the operationalisation of its highly anticipated project, D21, the first organised retail of Dwarka, Delhi. The mall is spread over the area of 3 lakh sq.ft. and has 100+ brands.

The newly operational shopping mall is not only the first organised retail mall of the sub-city but also first of its kind development within Metro Station with Hypermarket, Lifestyle, Fashion, Food and Entertainment.

D21 also presents the residents of Asia's largest sub-city with their first Multiplex, Big Bazaar and Home Centre. With this unique offering, Pacific Group is slated to end woes of over 1 million residents, who commute to distant places for their weekend as well as daily needs such as movies, shopping, etc.

With about 100 percent occupancy in fashion, food and lifestyle; and multiplex along with entertainment scheduled to



commence in a months' time, the group is expecting a turnover of over ₹450 crore in the very first year of its operation. The mall also has a multi-level car parking and promises to provide an unparalleled customer experience.

The multi-storey mall is also the fastest delivered mall project yet as

it was delivered in just 19 months from the date of taking over from DMRC. The mall is strategically located within the vicinity of Dwarka Sector 21 Metro station catering to Blue Line as well as Airport Express line which brings in day to day metro commuters, residents of Dwarka as well as

airline passengers and airport staff. It is also well-connected through Dwarka-Gurgaon link road.

This Pacific masterpiece is quite tactically designed with all anchor stores laid on single floor plate making it more customer-friendly, convenience of in-store navigation and browsing. The customer experience is similar to end-to-end visibility.

Speaking about the launch, Abhishek Bansal, Executive Director, Pacific Group said, "I feel very excited as D21 was our highly anticipated project and today it has become reality. Being one of the most sought after locations of Delhi-NCR, Dwarka truly deserved a world-class mall and it is a matter of pride for us to bring the first organised multi-level mall of Asia's largest sub-city. We assure that the mall is going to give a best-in-class experience to the people and is going to set a new benchmark."

INORBIT MALLS: INNOVATING, TRANSFORMING AND REINVENTING SHOPPING EXPERIENCES

Inorbit Malls (India) Private Limited a subsidiary of the K. Raheja Corp, is the pioneer of the mall culture in India. The company opened its first mall in 2004 at Malad, Mumbai. Today, it has a national presence with 5 operating Malls in major metro cities Mumbai, Navi Mumbai, Vadodara, Bengaluru and Cyberabad. Inorbit Malls has a universal appeal and plays an integral role in the life of consumers; they are a one-stop destination for food, fashion and entertainment. Inorbit has won more than 75 awards including India's Most Trusted Mall by Brand Trust Report 2014 and has been recognized at various national & international forums like IMAGES Awards, Asia Pacific Shopping Centre Awards, WARC, ICSC, Asia Consumer Engagement Forum, EFFIEs and ABBYs for their commitment in establishing community connect.

By Charu Lamba

As an organisation, Inorbit Malls has built all the capabilities required to ensure growth of its employees and foster an environment of innovation. Backed by the belief that 'people are a company's greatest asset and competitive advantage', the organization stays true to its commitment of creating a culture where employees feel valued, engaged and empowered. Inorbit leads the way with exemplary people policies, which are carefully curated and collated from the best across industries.

Some of these include initiatives such as town-hall meetings, where an employee can address his/her query or concern

to the CEO in an open forum. Executive development programs and continuous exposure to training and development gives employees the opportunity to develop themselves and ensure their growth within the organization. While work is important, work-life balance is given equal importance. Employees are engaged through interesting workshops like yoga and zumba sessions, a wide range of sports and cultural activities like cricket matches and seasonal parties. They also have the cyclist club and have tie-ups with holiday homes to help employees feel connected both at work and with their families. Programs like Parichay (introduction of

employee within the company) help new employees connect and become part of the Inorbit family easily.

As an organisation, Inorbit Malls has stayed at the fore-front of leading initiatives such as Women empowerment, improving the gender diversity ratio and implementing Performance Measurement Metrics. The women empowerment initiative was also extended to consumers with the launch of Pink Power - a platform provided to help women entrepreneurs launch their business initiatives in the mall. The mall offers them free space for 9 months during which they are able to learn and improve on their business ideas before they

expand their footprint.

Success of Inorbit Malls across the years has been the result of the brand's belief that the strategy for a mall involves a gamut of things – from an understanding of the micro-market and location to size, design and layout of the mall to a carefully selected tenant mix. Operational efficiencies are critical to ensure that the mall delivers optimum value to all stakeholders. For example, to ensure better service levels, they have an app that enables partner retailers to log operational complaints on daily basis. This has helped streamline the complaint management system and increased efficiencies by ensuring that the complaints are addressed in a shorter period of time.

As a national chain of malls, Inorbit understood the needs of the consumer to have a perfect blend of global and Indian offerings. Strategically crafted communication and marketing plans ensure that consumers get a perfect mix of the same. With their retail offering being global, the mall also organizes flea markets and other shopping festivals where the local flavor comes alive. Over the years, as consumer expectations and aspirations have changed, Inorbit Malls has also focused on incorporating technology in all aspects of the business. The Inorbit app is an interface between the customers and the mall. They have rolled out the latest interactive digital directories which help consumers search brands and offers while making it even easier for them to navigate their way to the store. A two-way communication channel through the feedback section has also been incorporated. The company takes feedback seriously and has incorporated many interesting initiatives based on consumer ideas.

Inorbit Malls has digitised different touch points to offer an enhanced experience to its customers. It introduced the "SHOP ONLINE" feature which gives customers the convenience to browse and shop from a variety





THE YEAR THAT WAS: CUSTOMER CENTRICITY KEY TO SHOPPING MALL SUCCESS

There has been much talk of the death of brick-and-mortar retail as a consequence of the aggressive advent of e-commerce into the country. However, the fact is that it is still the dawn for shopping malls in India. Much has been added in terms of brands, technologies, food and entertainment so far and the sky is the limit for the consumer experience and service that malls are planning to add in their portfolios...

By Sandeep Kumar

Shopping malls are the lifeline of the modern retail industry. Despite the stories of ghost malls, empty stores and negligible footfalls doing the rounds, the fact of the matter is that retail in the country is thriving and with it are prospering shopping centres.

The great Indian shopping mall boom began innocuously enough in the early 2000s, with just three malls in existence in the entire country. Nineteen years later, the number has mushroomed to a whopping 650 malls, enabled by the fact that the Indian audience discovered clean, vibrant, climate-controlled and technology-enabled malls, replete with a plethora of brands.

The shopping centre industry in the country took a hit with the advent of e-commerce in the early 2000s and then the





TECHNOLOGY: OPENING NEW AVENUES FOR SHOPPING CENTRES

Over time, technology has transcended from an aspiration to an expectation and has wedged itself securely between consumer and experience to create an everyday interface...

By Charu Lamba

The dynamics of the Indian retail industry are rapidly changing post liberalisation.

The industry, which was once dominated by unorganised mom-and-pop stores, is transforming into an organised body and subsequently, India is witnessing a mall boom. The rise in Internet subscribers and active social media users, changing lifestyles and increasing disposable incomes have transformed the rural and urban consumer bases alike. This dynamic resulted in the increasing prominence of malls across the country.

The world has also seen a transition in the way consumers shop at the mall – with retailers giving suggestions to shoppers on what to buy based on their personal needs, dictating the success of the store. To satisfy these burgeoning customer needs, not only retailers but malls are also embracing technology to reach modern shoppers.

Over time, technology has transcended from an aspiration to an expectation and has wedged itself securely between consumer and experience to create an everyday interface.

While it has certainly made life easier for consumers, mall developers in India have spent the better part of the last few years on their heels, finding tech solutions.

In order to be more competent, malls are putting their best foot forward to embrace emerging technologies. With increasing cut-throat competition, it has become the need of the hour for mall developers to innovate and implement cutting-edge technologies in a bid to lure the customer who was shifting to e-commerce due to convenience

and vast choice.

Malls today are using technology in various ways – from putting up smart displays to digital directories, interlinking the entire mall with an app, booking parking spots, offering discounts, mapping customer behaviour, keeping a track record of how consumers shop and what they buy and a lot more.

Malls in Tier I and metro cities have already started implementing technologies in a big way, however, small malls in Tier II & III cities and beyond are still analysing the pros and cons of experimenting with new technologies.

Technology: Revolutionising Malls

In the recent years, retail industry has been adopting various technological innovations that are constantly evolving.

Now, technology plays a pivotal role in shopping centre industry too. Through utilising

In a retrospective mood, I tried to delve into the history of Indian shopping centres. It was the early 2000s that the first few malls emerged on the Indian horizon. The following years witnessed the growth of malls followed the migration of the population out of cities towards suburbs, along with the growth of automobiles. With the explosion of the suburban population by 43 percent between 2000-2010, commercial developers began constructing more and more shopping centres.

Over the years developers kept trying to find the “right” model for the shopping centres and staggered between leased, hybrid or sold models. The journey was interrupted by many roadblocks, such as economic depression, government policies, e-commerce etc., whereby the confidence of the mall developers swayed like a pendulum. At times, there were situations where the future of the entire mall industry at stake. But the industry refused to be written off and instead learnt to evolve!

The Year Brought Back the Faith in Brick & Mortar

The year has taught us the two basic formulae of success, ‘The power of co-existence’ and ‘the benefits of being consumer-centric’. The year observed mature Millennials and Gen Z’ers with increased purchasing power. These younger consumers placed a high priority on experiences, preferring to spend their money on experiences rather than on material things. In other words, today’s shoppers are looking for more than just what’s just available on a website. They want an experience. Malls have always been a destination because they now offer amenities, experiences and entertainment to enhance the shopping experience. They are now not only anchored by department stores but with popular restaurants, bars, salons,



THE YEAR THAT WAS FOR SHOPPING CENTRES

Malls are still considered a destination, but it’s because they now offer amenities, experiences and entertainment to enhance the shopping experience. They are now not only anchored by department stores but with popular restaurants, bars, salons, cinemas, and fitness centres...

By Benu Sehgal, CEO, Freeport Retail India

cinemas, and fitness centres.

The concept of traditional malls is being replaced by new adaptations of shopping centres. The year also witnessed the rise of mixed-use businesses centres that incorporated social entertainment options, providing a unique appeal along with a considerable depth of shopping experience, with hotels, office spaces and other commercial space, at prime destinations that can be easily accessible by public and private transport.

Evolution of Leasing Tactics

The year also brought in the new

leasing rules. Mall developers adopted short-term retail strategies in the new retail landscape. This works both ways, many online direct-to-consumer brands are taking advantage of these short term and pop-up opportunities to create experiential retail activations thus, minimising the risk by enabling brands to test the market and location before committing. All this is giving shoppers a more diverse selection of stores than ever before.

What is on the Horizon?

In a study done by Cushman & Wakefield, the shopping mall



industry has regained confidence as the investors are showing great commitment towards them. An estimated ₹7,959 crores has been invested by private equity funds in malls since 2016. As many as 34 new shopping malls, covering 13.6 million sq ft area, are expected to come up by 2020.

With foreign retailers entering the country and expanding aggressively, brands prefer to test the market and location before committing. All this is giving shoppers a more diverse selection of stores than ever before. Hopefully, the rental yields would improve & property values will rise putting the confidence back in the system.

So maybe ‘Happy Days Are Here Again!’ ●



M2K CORPORATE PARK SHOPPING PLAZA: GURUGRAM'S LATEST FEC DESTINATION IN THE MAKING

With the launch of famous gastro pub Imperfecto Patio, M2K Gurugram takes the first step towards becoming a prominent community hub where people can shop, eat, work and play...

By Shopping Centre News Bureau

M2K Corporate Park Shopping Plaza, Gurugram is an integrated corporate office-cum-retail complex which is on its way to becoming the most happening and accepted retail destination in the city. Built on an area of 2 acres, the brand is developing itself as a new driving force in the shopping centre industry. The mall aims to provide a world-class shopping experience for shoppers in Gurugram.

Key Highlights

M2K is a retail cum commercial complex with floors dedicated to the official space, 3 screen

miniplex fashion brands, restro-bars, restaurants, FEC centers, and other consumer engaging activity area. The mall has already received all the statutory approvals and is ready to roll out in next few months. Fit out and interior work of some reputed brands are already going on.

2 office floor plates are already occupied and operational currently. In retail, we are going to start with opening of gastro pub Imperfecto Patio. The brand is in the advanced stage of finishing and it is scheduled to open by middle of December 2019. This is one of the best properties in the area, spread over 20,000 sqft on 2nd floor. We



DR. VISHESH RAWAT
Vice President- Sales & Marketing, M2K Group

are confident that this is going to be Imperfecto's best outlet, not only across the region but in the entire country," says **Dr. Vishesh Rawat, Vice President- Sales & Marketing, M2K Group.**

"We are also planning M2K Cinemas and are coming up with three miniplex screens. M2K Cinemas will be functional by first quarter of 2020. Currently, we are in talks with some of the reputed anchor and vanilla stores. We are on a roll and by the first quarter of 2020, key anchor and vanilla stores are expected to open," he added.

Brand Growth

M2K Gurugram is a new property which is complete as far as construction part is concerned.

"Currently, we have two floors which are fully operational commercially. One is our own

corporate office which has an area over 30,000 sq. ft. By the first quarter of 2020 a lot of good brands will be visible in the mall," explains Dr. Rawat.

Marketing Strategies

As far as brand and marketing strategies are concerned, M2K Gurugram has an edge due to its prime location.

"We chose Sector 51, Gurugram as it is a densely populated, upmarket area housing people from the middle and upper-middle-class. Every day more than 50,000 people are walking, working and present in this area. Therefore, there is ample visibility for the people living around the region and they have information about the product," says Rawat.

Anchor, Vanilla Stores & Food Court

"We have 30,000 sq. ft. area marked for our anchor store. The rest of the retail area will be dedicated to F&B, apparel, grocery, electronics, health & beauty, home furnishing, accessories, and even a kid's play zone. We are in the process of creating a healthy mix of brands and stores. We are looking at bringing in a lot of brands to our food area because this catchment is fond of food. This is evident in the fact that there are so many F&B brands in this area and they all are doing well," says Rawat.

As far as the food court is concerned, M2K is looking forward to providing an experience wherein people can come in and enjoy. "We are going to make M2Ka hub for F&B and restaurants'. Also we have plans to open a party space area, including a banquet hall in the mall. We will further make a kids zone area along with a bowling alley. Along with M2K cinema, the high-end bowling alley will add more footfalls to the mall," states Rawat.

It's a known fact that international brands grab a major portion of the limelight in malls. M2K Gurugram, however, believes in patronising the right product for the right shopper. ●

Lifestyle Expands Retail Footprint by Opening 2 New Stores in Dwarka

Dwarka's fashion quotient gets an uplift as Lifestyle announces the launch of two new stores at Pacific D21 Mall and Vegas Mall. The opening of these two stores marks the brand reaching 82 stores in India with 11 of them in Delhi + NCR region. Spread across 40,000 sq. ft. and 48,000 sq. ft. respectively, the stores at both the malls come equipped with digital screens, attractive VM displays, the latest collection from the best of brands and interactive and engaging in-store technology – making it a delight for customers to stop and shop.

Additionally, the all new winter wear collection available at stores bringing together the latest trends in apparels, footwear, and accessories. Chic faux fur jackets, stylish trench coats, fashionable photo print sweatshirts, anti-fit sweatshirt dresses, high fashion athleisure and embellished sweaters are some of the key trends that customers can indulge in.

With an extensive selection of over 150 national and international brands, the new Lifestyle stores also offers customers curated fashion lines, high-on trend collections and best-in-class store fixtures. At the stores, customers can choose from a wide variety of leading fashion brands; including Lifestyle's portfolio of trendy private labels like Forca, Ginger, Melange, Kappa, CODE, Bossini, Fame Forever, Juniors and more. Levis, Allen Solly, Jack & Jones, Van Heusen, Pepe Jeans, Catwalk, Red Tape, Tommy Hilfiger, Casio, Colorbar, Lakme and more are some of the other brands that customers can shop from at the stores.

Speaking on the launch, Vasanth Kumar, Managing Director, Lifestyle International Pvt. Ltd. said, "We see Dwarka as a high potential market and therefore, we have launched two new stores in Dwarka at Pacific D21 Mall and Vegas Mall. With curated fashion lines, a selection of national and international brand and a digitally enhanced store ambience, we look forward to welcoming customers and delight them with a joyful and memorable shopping experience."

Lifestyle is now also available online through lifestylestores.com where customers can shop from the convenience of their home. With features like 'Click & Collect' and 'Return to Store', Lifestyle offers a true omni-channel experience to its customers. Introduced to facilitate better service and provide its customers with simpler and faster shopping experience, the Lifestyle app is also available for Android and iPhone users.



New Marks & Spencer Store at Amanora Mall Offers Fashion for Everyone

Marks and Spencer, a well-known British brand loved by millions of people, opened its brand new outlet at Amanora Mall in Pune. Amanora Mall is Pune's premier fashion capital and has incorporated a new look after its renovation and revamped interiors.

The Marks & Spencer store is located on the ground floor of the mall is occupying an area of 7,000 sq.ft., is a full line store offering high quality fashion across different categories including apparel, footwear and accessories, encompassing the best fashion solutions for everyone.

The store promises to provide customers a one-stop shop for international styles. It covers dedicated sections for men, women and children making shopping a pleasurable experience.

The store will be open during standard mall timings 11am to 10pm.

Special Events in Malls

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



Viviana Mall Celebrates 'Paws Day Out'

Viviana Mall, Mumbai's destination mall, organised 'The Pawsome Show' on November 23, for the dog lovers and their pets. The show had everything needed under one roof, right from adopting a pet to health camp and even a bistro for the pets to allow them for Saturday evening indulgences.

Contests too was organised for furry canines to set the ramp on fire and to flaunt their personality. In case if they were not well groomed to participate, there was a dedicated grooming zone available.

Jointly organised by Viviana Mall, Pet Owners & Animal Lovers and Living Dreamz Events, over 150 animals were part of the pet fair. Among the breeds included Chihuahua, Siberian Husky, Saint Bernard, Labrador, Pug, German Sheppard, Lhasa Apso, Great Dane, Yorkshire Terrier, Spitz, Dachshund to name a few. Many families walked home with a new family member after the show, as pets – cats and dogs were up for adoption. Each of them

had a story, they were either abandoned by a family or were strays requiring immediate medical attention. Some of the families who adopted one, immediately took the four-legged member for training sessions organised during 'The Pawsome Show'.

Speaking about the event, Rima Kirtikar, Senior Vice President (Marketing), Viviana Mall said, "In a nuclear family, pets are left alone either at home or at foster homes, their only time out is evening or night walks. We wanted to make their life fun filled and break that monotony. We even had games and training sessions organized for the pets to be at their cheerful best. Along with this, we want to support the cause of adoption of strays."

VR Punjab Showcases Guru Nanak's Teachings to Mark Gurburb

Paying a befitting tribute to Guru Nanak Dev, the First Sikh Guru, on the occasion of his 550th birth anniversary, VR Punjab has depicted his teachings in the form of an artwork at a central location inside the centre to remind people of his eternal message to the entire humanity. The artwork depicts the timeless teachings on earthen lamps with Ek Onkar (God is One) written in golden letters and the Guru's teachings inscribed on glowing earthen lamps portrayed on either side.

In a world torn by sectarian strife, violence and narrow considerations where human beings are drifting further away from the Divine in pursuit of materialistic things, Sri Guru Nanak Dev Ji's teachings stressing

on oneness of God and humanity, equality of women, simplicity, honesty and spirit of service have become more relevant than ever before. Feeling the need to draw people's attention to the timeless tenets of Guru Nanak Dev, VR Punjab has highlighted his teachings in the form of an artistic representation to drive home the Guru's lessons to humankind.



The mall also conducted an exclusive month long VR Punjab Diwali Shopping Fiesta earlier this month. Turning the shopping experience of visitors into special affair, the mall offered them a real chance to win exciting prizes as they shopped to their heart's consent. During the month-long shopping extravaganza, which continued till November 12, customers who spent ₹5,000 or more on shopping or dining at any of the outlets at VR Punjab could register themselves for the raffle draw by producing the bills, thereby getting a chance to win attractive prizes on a weekly and even daily basis. The prize list included domestic holiday trip, vouchers for jewellery and electronic goods, and the luckiest one winning an International Family Trip.

EVENTS



YOGESHWAR SHARMA
Executive Director & CEO,
Select CITYWALK

Beyond being experiential and multifaceted, we must also work towards changing the perception of a mall being a real estate financial asset to a more modern approach of considering it as a media asset. A mall is the best platform to reach a targeted audience directly in the most effective way.

Most Admired Shopping Malls of 2019

A shopping mall is the largest form of organised retail today. The current retail scenario is bringing the mall culture an imperative part of every shopper's experience. Every individual has an urge to buy new products, and shopping is considered beyond need, but more as a social activity. What better place to translate this social activity than a mall, which adds many more experiential layers to the transactional aspect of shopping providing wholesome entertainment and experiential retail all under one roof. The malls that realise this powerful advantage that they have as opposed to traditional retail are the ones that I admire the most.

The modern shopping centres' success is defined by how well they use innovative and effective marketing, promotional techniques in order to keep their customers engaged. From hosting and organising events to support social causes to participative contests and recreational activities, the focus has to be towards building customer engagement.

Globally, we can observe some best practices which are nothing less than inspiring. And, all these innovations I admire a lot are primarily driven by simple customer insight. The Mall of America has a dedicated space called the 'Betterment Zone' which regularly conducts workshops by the patrons for the patrons. This could be across a variety of DIY subjects like nutrition, fashion, stress relief etc. Many malls globally are also moving towards creating cultural showcases and being a home ground for people to come together to support certain causes.

Over the last decade, Select CITYWALK has strived to think ahead and lead the retail revolution in India by offering a vibrant, upscale and aesthetic experience to shoppers. The mall has always explored new avenues and set new benchmarks in the overall shopping experience and customer satisfaction. We want to ensure that Select CITYWALK is not merely a place to shop. It is a one-stop destination where you spend quality time and create memories. In other words, it's a destination, built on international formats of retailing integrated with social experiences.

We have become regular supporters of

certain causes and movements. This year, with the ongoing 'Satyagraha Against Plastic', we made a pledge with the support of the local municipal bodies to emerge as the first plastic-free mall in India. We also hold annual events saluting our martyrs from the Kargil war apart from supporting important public awareness campaigns of civic bodies like road safety and environment conservation.

We also invoke a celebration across cultures and traditions from across India and around the world. We recently had the ambassadors of certain Latin American nations showcase their creativity and traditional designs via the Indian art form of Rangoli. We also celebrated Thanksgiving with as much fervour as other modern as well as traditional festivals from Diwali to Valentines Day.

Beyond being experiential and multifaceted, we must also work towards changing the perception of a mall being a real estate financial asset to a more modern approach of considering it as a media asset. A mall is the best platform to reach a targeted audience directly in the most effective way. Many brands leverage their retail stores also as a representation of the DNA of that brand and a physical testimony to all that it offers. Open spaces in our shopping centre are also rented out temporarily to brands for short-term, pop-up events, thus drawing new audiences, generating additional revenue while providing an opportunity for micro-entrepreneurs to make their ventures more commercially viable.

So often, I have seen brands develop from kiosks to stores within the same mall space to multi-channel retail outlets. Having that ability to give impetus to the general retail population makes a mall admirable in a much larger sense.

In ancient times, society was formed by the social congregation of people in public spaces. Across the years these public spaces transformed from open market places, places of worship to the modern-day mall. We have the opportunity to mean more to people who choose to spend their precious free time in our space. We need to achieve a balance between commerce and experience to emerge and remain as a mall that everyone admires over the years.

The importance of a traffic impact study and car park design



Unplanned



Planned

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

Services offered by the Secure Parking Consulting Division:

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

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

