

# Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#74



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# F&B: The New Anchor to Increase the Footfall

As malls shift their stance from being just shopping centres to community hubs, retail is just becoming a part of the mix. Today, shopping can be done online, e-commerce giving the evolved consumer a wide variety and absolute convenience. So, what brings people to malls anymore?

Shopping centre developers are working towards understanding the new consumer and studying his needs and consequently, re-thinking their strategies. They are mindful of the fact that the new-age customer steps out of his house only in search of something new, and this is one of the main reasons why food has become a mall 'anchor'.

Being eating out destinations – apart from providing retail and entertainment – means a mall has a very wholesome approach towards pulling in visitors. Providing unique dining out possibilities to customers is proving to be a winning formula with studies suggesting that 40 percent of customers will choose a shopping centre based solely on the food offerings there. Apart from this, transactions increase as much as 25 percent at malls with quality food-and-beverage options and shoppers who eat at the mall are spending up to 15 percent more per trip.

These whopping numbers are leading to Indian malls dedicating between 30-35 percent of their total area to F&B and entertainment zones. And this is not just food courts with a large amount of food varieties. There is a whole host of dining formats to choose from as well –

food courts, kiosks and restaurants.

And the investment is paying off with people thronging to malls in huge numbers. The January edition of Shopping Centre News studies the growing importance of the F&B segment in the Indian mall. The issue deep dives into what the food segment brings to the mall, along with the mall's growth strategy and expansion plans in as far as food is concerned.

The edition also gives the reader a blow-by-blow account of the SCAI session held at IMAGES Group's recently concluded 20th edition of India Fashion Forum. The session gives deep insights into the shopping centre industry in India and what the sector needs to do in order to remain relevant to visitors and to stay in profit.

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



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# Discounts & Offers Add Spice to Shopping Malls' New Year Calendar, Revenue



Indian malls seem to have finally cracked the code to bring in more consumers. They are creating excitement through events, technology, all the while keeping their preferences in mind. Shopping Centre News brings a roundup of national mall news and activities over the last one month...

By Shopping Centre Bureau

## Infiniti Mall's 'End of Season Sale' to Mark a Happy Beginning for 2020

To mark the beginning of a new and promising decade, Infiniti Mall is set to treat its patrons with an exciting "End of Season Sale", across a number of popular brands. This sale is sure to add the perfect finishing touch to the end of this season, by offering an array of impressive deals, at both Infiniti Mall Malad and Andheri. The sale will start from 3rd January 2020 and will go on till 26th January 2020. To make this even more attractive, Infiniti Malad and Andheri will be

hosting irresistible flat 50 percent off deals on select brands.

Infiniti Mall, Malad will be offering 'flat 50 percent' deal in this end of season sale to its customers on 3rd and 10th January 2020, on all products across the apparel brands - Celio, Beverly Hills Polo Club, Zink London; Premium leather product brands - Pavers England and Esbeda; Footwear brands - Catwalk, Inc 5 and Gossip Shoes; Accessories brands - MacV and Kenneth Cole; The

dining kiosk, Bingsan; Multibrand retail store, Luxxubearnce and on services offered by Bodhi Spa and Salon as well as on products from Konfo. In addition to these, customers can avail 50 percent discount on all items for the brands Pepe Jeans and Pepe Jeans Kids on 10th January 2020.

Infiniti Mall, Andheri will also be having its End of Season Sale with 'flat 50 percent' offer on 5th and 11th January 2020 on all products across the apparel brands

- Little Kangaroos and Promod; Accessories brands - Accessorise and MacV Eyewear and on all services offered by Bodhi Spa and Salon.

This sale is all set to deliver a great experience to everyone, by featuring amazing deals on brands across a variety of sectors ranging from the ones pertaining to apparels to the ones offering lip smacking delicacies.

Taking this shopping bonanza a notch higher, Infiniti Mall will be providing free parking on shopping of ₹5000 & above, Shop for ₹10000/-and above to get family treat, enjoy Live musical band performance on Saturday & Sunday & much more on this end of season sale.

"At the end of this celebration period, what could be better than giving this season an exciting farewell? Infiniti Mall is known to house top brands which render a wide range of options, across various sectors of retail. We have tried to couple this asset of ours with impressive deals on such popular brands, to continue providing rich, fulfilling experiences to our dear patrons," said Mukesh Kumar, CEO, Infiniti Mall.



# Cold Stone Creamery Brings the Ultimate Ice Cream Experience to Viviana Mall

Tablez, the leading organized retail group, is ringing in the winter season with the opening of a new outlet of Cold Stone Creamery, the iconic American ice cream brand, at

Viviana Mall in Mumbai. The store is the 25th outlet of Cold Stone Creamery in India and the 3rd in Mumbai.

Speaking on the launch, Adeeb

Ahamed, Managing Director, Tablez, said, “We expand with great pleasure in Mumbai, where the customers have a high level of awareness and an evolving taste for ice creams. Thanks to the brand’s unique range of flavours and offerings, we are confident our new outlet will enjoy the same popularity that Cold Stone locations enjoy globally. The brand has expanded in India steadily, and the reception is overwhelming.”

Cold Stone Creamery’s trained crew guides the customer through different aspects of the experience, right from choosing the flavours and suggesting the mix-ins to giving the ‘Ultimate ice-cream experience’. Crew members at Cold Stone Creamery are well trained in not just serving ice-cream, but they also

break into songs, dance and juggling the ice-cream to entertain the guests. Cold Stone’s delicate ‘chop-chop-fold-fold’ process ensures quick and gentle mixing to prevent escape of air from the ice-cream.

The brand offers “Signature Creations”- masterpieces in ice-cream and the bestsellers across the world, along with “Create Your Own” concepts where ice-cream is customised for each guest by combining a variety of mix-ins. The chosen flavour-scoops are put on a frozen granite stone slab with the mix-ins - which can be of a variety of nuts, chocolates, candies, fruits - depending on the choice of the customer, are mixed to create a blended treat for everyone. The store also offers signature ice cream cakes, shakes, smoothies and sorbets.



## UNIQLO Opens Second Store in CyberHub Gurugram

UNIQLO, the Japanese global apparel retailer, announced the opening of its second store on November 28 after its debut launch in India last month.

Located at CyberHub, a one-of-its-kind concept in India that offers a premium socializing zone and is also the corporate hub of the

city, the 12,200 square feet store will introduce a brand new shopping experience for Gurgaon customers with its thoughtful designs, high-quality and functional products that are made for all. The store will open at 1 pm on the launch day.

“We are thrilled to be opening our second store in our second month of

operations in the country. CyberHub is a very unique location offering diverse experiences and is surrounded by an interesting mix of working professionals as well as people who visit for leisure. We believe that UNIQLO’s highly functional and high quality apparel that we call LifeWear will be well received by this set of customers,” said Tomohiko Sei, Chief Executive Officer, UNIQLO India.

To celebrate the opening, UNIQLO is offering a series of special promotions including a free tote bag to the first 200 shoppers on day of the launch and Rs 500 welcome coupon to every consumer who downloads the UNIQLO India app.



## Smaaash Opens at AMANORA MALL, Pune!

Smaaash, India’s largest gaming chain opens its 44th center at Amanora Mall, Pune. Smaaash is located on the 1st floor of the mall, occupying an area of 23000 sq.ft, is one of India’s acclaimed gaming and entertainment centers that marries sports, virtual reality, music and dining into an immersive, evolved, interactive and innovative social experience for family, friends and children. All the



entertainment and gaming enthusiasts in the city can revel as India’s acclaimed gaming hub brings the best in futuristic indoor entertainment, right from virtual reality games, 4 rustic themed bowling lanes, arcade games, and simulated sports at Amanora Mall. The store will be open during standard mall timings 11 am to 10 pm.



IFF 20TH EDITION | SCAI CONCLAVE

## SCAI ROUNDTABLE: CONSUMER ENGAGEMENT CORE FOCUS FOR MALL DEVELOPERS, RETAILERS

Since its inception, SCAI has been encouraging the development and vision of the Shopping Centre Industry in India, by equipping it with the requisite knowledge base and operational skills. The round table session at IFF was the first occasion in 2019 where shopping mall developers and popular retailers came together on the same platform to discuss major concerns regarding customer engagement, revenue, security, parking as well as technological parameters required to run the industry smoothly...

By Shopping Centre Bureau



SHOPPING CENTRES  
ASSOCIATION OF INDIA

The Shopping Centres Association of India (SCAI), a non-profit organisation, hosted a round table panel discussion of fashion and lifestyle retailers and shopping centre developers at the 20 edition of India Fashion Forum held in December at the Hotel Conrad, Bengaluru. Since its inception, SCAI has been encouraging the development and vision of the Shopping Centre Industry in India, by equipping it with the requisite knowledge base and operational skills. SCAI continues to play an anchor's role in the evolution of the Indian Shopping Centre Industry and to consolidate the entity of the individual shopping centre, helping it merge into the larger society as an institution of importance.

The round table session at IFF was the first occasion in 2019 where shopping mall developers and popular retailers came together on the same platform to discuss major concerns regarding customer engagement, revenue, security, parking as well as technological parameters required to run the industry smoothly.

### The esteemed panel constituted of:

#### Real Estate & Shopping Mall Developers

- Benu Sehgal, CEO, Freeport Retail
- Bimal Sharma, Head- Retail Advisory & Transaction Services, CBRE South Asia
- Gopal Machani, Jt MD, MG Brothers- MGB Felicity Mall
- Munish Khanna, CRO, Express Avenue;
- Nirzar Jain, Chief Leasing Officer, Nexus Malls



# FOOD COURTS: THE NEW SHOPPING CENTRE ANCHORS

According to a 2019 study, 40 percent of customers will choose a shopping centre based solely on the food offerings there, and nearly 38 percent of these people want healthy options. Getting people into the mall with good food often means they'll spend more, too. Apart from this, transactions increase as much as 25 percent at malls with quality food-and-beverage options and shoppers who eat at the mall are spending up to 15 percent more per trip...

By Charu Lamba

**W**hat brings a shopper to malls? Great brands, excellent ambience, family entertainment zones? While it's true that all of these factors are crowd-pullers, what really brings in the footfalls is a great foodservice offering.

Traditionally, shopping has always been associated with leisure and fun and no relaxed outing is complete without a great food experience. Be it busy high streets of Delhi or new-age shopping malls, food and leisure have always played an integral part in every shopping destination. The gradual progression of food courts in shopping malls is a testament to this. The evolution from a select few fast-food kiosks a decade ago to the vast variety of fine-dine options in malls today proves that food as a part of a mall's eco-system has come a long way.

Talking about this in the Indian context, **Arijit Chatterjee, Chief Operating Officer, Junction Mall** says, "Those days are gone when malls were considered to be only shopping destinations.



# AND THE TROPHY GOES TO...



The 20th edition of the awards held on December 18, 2019 at Hotel Conrad, Bengaluru witnessed top honchos of the fashion and shopping mall industry receiving and celebrating awards for innovations, concepts and trends introduced in 2019...

By Shopping Centre News Bureau

The 20th edition of India Fashion Forum culminated in a gala event in the form of the IMAGES Fashion Awards (IFA) celebrating excellence in the field of fashion retail. In an august gathering of India's most prolific luminaries from the fashion retail fraternity, the ceremony recognised the achievements of virtuous fashion brands and retailers across various unique categories. The 20th edition of the awards was held at Hotel Conrad, Bengaluru on December 18, 2019. The event witnessed top honchos of the fashion industry sharing some notable insights on the current trends through various interactive sessions.

### Nomination Process & The Jury

20th IMAGES Fashion Awards awards were adjudged in two categories, Non-Presentation Category and Live Presentation Category. For the non- presentation categories fashion brands and retailers submitted nominations, which was checked by the IFA audit team for eligibility, completeness and data correctness. IFA team of analysts then made a presentation for the IFA onground jury – with analysis on performance metrics such as growth in points of sale, retail space growth, retail turnover and qualitative factors such as product and marketing innovation, HR practices, among others. The IFA jury panel, which comprised distinguished personalities in the field of research and consulting with thorough insights in to the business, gave score based on their assessment of the nominees which ultimately decided the winner in each category.

For the Live presentation categories, fashion brands, retailers and tech companies made live presentations to the 'On Ground Jury' comprising retail real estate experts from leading IPCs and retail organisations across formats and verticals. The nominees presented 2-3 minutes AV



# SHOPPING MALLS SHINE AMIDST FASHION RETAIL BRANDS AT IFF 20TH EDITION

The 20th Edition of India Fashion Forum which took place at the Hotel Conrad, Bengaluru on December 17-18, 2019 was a landmark event for the Indian Fashion Retail industry...

By Shopping Centre Bureau

The event was witness to a series of intelligence sessions, in depth roundtable discussions and informative talks by experts – all with a focus on major technological developments and innovations which were all the rage in the past year, as well those which will reign in the new year.

**Shopping malls which partnered with the 20th Edition of IFF included:**

## NEXUS MALLS

Nexus Malls' journey in retail real estate began in 2016 with the launch of two malls in Ahmedabad and Amritsar. Since then, Nexus has not looked back. It has been established as one of the leaders in retail real estate industry in India today and boasts a portfolio of 5.4 million sq. ft. of grade A retail space in the country with malls are spread across Mumbai, Pune, Ahmedabad, Chandigarh, Indore and Amritsar.

Nexus believes in bringing transformation, improvement and innovation in the retail sector. By maximising the benefits of synergies, the brand believes in giving their investors and brands a partnership that is #BetterRealised. Nexus malls are evolving and changing with the trends and technology, to give their consumers a world class shopping experience.

## BHUMIKA ENTERPRISES

Established in 1961, the group has grown into a diversified business conglomerate with business interests spanning like construction, warehousing, logistics, mining, textiles and manufacturing. It has a pan India presence with offices in Delhi, Rajasthan, Tamil Nadu, Bihar and Kerala. It is currently diversifying into the real estate sector with its first mixed used development in Udaipur known as Urban Square - the largest mall in Rajasthan spread across 1.8 million sq. ft. The second launch - Urban Square Galleria in Alwar is also creating waves across the city. With INOX and other brands already onboard, Urban Square Galleria is soon going to be a landmark in Alwar.

## ORION MALLS

Orion Bridge Gateway is a world class-mall in every facet. The iconic Orion Mall at Brigade Gateway is Brigade Group's flagship mall venture and has won every accolade and prestigious award bestowed by the most recognised industry associations in India. This premium mall set high standards across construction, architecture, consumer experience, and marketing; and quickly established itself as the benchmark among its peers. Spread across 8.2 lakh square feet, with every detail of a rich modern retail environment woven in, Orion Mall at Brigade Gateway is a true game changer in the mall industry. Orion East Mall is optimally sized, and uniquely positioned to deliver the lifestyle aspirations of east Bangalore's upmarket neighbourhoods. The mall builds its ethos on the multi-awarded credentials of the Orion Mall brand, that include being South India's best mall.



▲ Ahmedabad One, Nexus



▲ Urban Square, Bhumika Group



▲ Orion East



▲ Forum Mall



# THE CHANGING FACE OF INDIAN MALLS: FROM SHOPPING DESTINATIONS TO COMMUNITY HUBS

Shopping Centre News takes a look at what leading malls are doing which is different from the usual to become consumer engagement spaces with the offer of various services that silently and seamlessly work towards making the shopper feel at ease...

By Zainab S Kazi

**W**hat goes into making of a perfect mall? Is it mall design, location, brand mix, zoning, ambience, great F&B and leisure options or offering of basic services to shoppers walking into the mall? From a shopper's point of view, the option of being able to avail of basic services like accessible seating places, wheelchair services for those in need, hassle free entry and exit points and clean restrooms would

perhaps top the charts. The best of malls in terms of design and brand mix may fail to win shoppers' patronage if they find themselves facing discomfort in availing of basic services.

Shopping Centre News takes a look at what leading malls are doing which is different from the usual to become consumer engagement spaces with the offer of various services that silently and seamlessly work towards making the shopper feel at ease.



## Making of a Perfect Mall

Setting the context of the story, **Rajiv Malla, Chief Executive Officer, R City Malls** says, "A mall needs to be more than just a place that offers shopping. It should be a place that also serves as a community centre. The décor and ambience complemented with soothing music and

seamless services of hygienic washrooms, differently-abled services, emergency rooms, etc adds to the overall customer experience."

**Manoj K Agarwal, Chief Executive Officer, Viviana Mall** adds to this saying: "Any mall's success is dependent on many factors starting from site selection, access, design,

# EVENTS

## Special Events in Malls

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

### VR Punjab Rolls Out Non-Stop Excitement for Children with Kids Holiday Carnival

Offering exciting opportunities to children to make the most of their annual winter holidays coinciding with Christmas and New Year festivities, VR Punjab, the region's largest and most preferred shopping destination, is providing the most memorable holiday experience to kids with various fun games and workshops and a once-in-a-lifetime chance to meet seven of their favourite cartoon characters and superheroes.

The 17-day Kids Holiday Carnival, being organised by VR Punjab in association with Lego and Hasbro from December 20 to January 5, will give kids across the region an opportunity to meet their most endearing cartoon characters Power Ranger, Bumblebee, Optimus, Pinky Pie, Twilight Sparkle and Play-Doh. They can also take part in many exciting workshops ranging from magic tricks, etiquette and photography to cookery, storytelling and theatre. Children with a scientific bent of mind can opt for robotics, electronics, transformer mechanics and planetary workshops.

As part of Kids Holiday Carnival celebrations, VR Punjab has put up a 40-ft-high Christmas tree and will conduct various engaging

workshops with Christmas as the underlying theme. As part of these workshops, kids can learn how to make Christmas trees with ice-cream sticks the eco-friendly way. They will also be taught how to make Christmas keychain, Christmas fridge magnet, Patchwork Christmas greeting cards with 3-D effect, reindeer pencil stand and wall hangings depicting Jesus's sheep. Children can also try their hand at making Christmas T-shirts using fabric-paint and take part in the 'Flying Pencil'

activity to see how good they are in writing creative messages to Santa. They can even enjoy the feel of Christmas by learning how to make cotton snowman using cotton balls, newspaper and a piece of cloth which will serve as a muffler.

This exhilarating event offers a chance to one and all to meet their favourite superheroes and take part in various engaging activities spread throughout the mall in spaces aptly designated as Connect 4 Shots and NERF

Alpha. All they have to do is register for free at the mall and let the fun take over.

The biggest bonanza at Kids Holiday Festival for kids is a once-in-a-lifetime chance to meet their favourite cartoon characters and enjoy the games, workshops and fun activities spread over the entire duration of the festival. Apart from getting their favourite cartoon characters imprinted on their arms by a tattoo artist, children can immerse themselves in Emcee games and carpet games and try their hand at solving jigsaw puzzles.





**YOGESHWAR SHARMA**  
Executive Director & CEO,  
Select CITYWALK

A mall is a large, dynamic macro organism which needs constant supervision, intervention and care. It is functional seven days a week and needs an effective management system to not only run the day to day operations but also maintain commercial viability, making dynamic changes to strategy, retail mix and promotions on an ongoing basis.

# A simple key to success: Good Mall Management

**M**alls have grown enough at least in the key metros for one to drive certain factors of success on comparison when customers choose you over others. The brand mix in most malls of the same category is highly overlapping. Some other factors contribute to USPs including facilities, design, entertainment etc but a critical factor in this is the effectiveness of the mall management. Mall management has been identified as a critical factor for the success of malls and the retail industry across the world. From managing operations, facilities, security, accounts, marketing & promotion, leasing and all the other functions are the important facets to run a mall successfully. A mall is a large, dynamic macro organism which needs constant supervision, intervention and care. It is functional seven days a week and needs an effective management system to not only run the day to day operations but also maintain commercial viability, making dynamic changes to strategy, retail mix and promotions on an ongoing basis.

## There are certain key elements contributing to effective mall management

**Develop Good Leasing Skills:** There has been shift from sale model to leased model for financing of most malls. There was a time, when retailers were ready to pay the rentals demanded just to get space. Things have been changed now. Over the last few years, several hybrid rental and leasing models have emerged in marketing of malls. There are various types of SOPs offered by mall developers today and they are constantly tweaking rentals and emerging with innovative deals offering value added services, in an effort to attract and retain the right retailers.

**Prioritise Utilities:** Most basic utilities are taken for granted such as power, water, sewage disposal, and pollution control. But if utilities offered by a mall go beyond the basics, patrons are bound to take note and this adds to their entire mall experience. Home delivery, free wifi, hands-free shopping are some such examples of giving time and attention to providing the right kind of utilities seeded in a deeper understanding of the buyers behaviour.

**Hassle-free Parking:** Managing parking in a mall is a tedious yet crucial factor. A well-managed parking with adequate space and an effective

valet service has proven to impact repeat footfalls. Additionally, parking generates valuable data that helps in mapping footfall. Traffic analysis, time spent per visit, and frequency of repeat visits give valuable insights to the mall management as well.

**Engaging Marketing Calendar:** If we remained dependent vanilla footfall and sales without making an effort to impact the same by over & above initiatives – growth will inevitably stagnate. A robust marketing calendar is essential to keep a mall environment buzzing. Mall décor is an essential element here. We at Select CITYWALK are crowd sourcing talent for mall décor and installations with our initiative – the Designagram. Designers and students can showcase their talent with us as we emerge as a platform for celebrating art across mediums across our various spaces.

In terms of activations and promotions – some things are now hygiene like Diwali, Christmas and Valentine's Day. Here most malls have special pop up markets, offers and activities and hence we are vying in a competitive space. The real success lies in what we do outside of the conventional calendar events – in form of our own IPs. We have developed such unique annual initiatives – 'Cause for the paws' our abandoned pet adoption drive along with 'Tribute to Kargil war heroes' has been a huge success. We have also recently done events in collaboration with the South Delhi Municipal Corporation supporting the drive against plastic pollution. We find people are looking for something beyond entertainment and retail – we find a much deeper and meaningful connection with our patrons via such initiatives.

## Mall Management – An Art & Science

There is no manual we can refer to in order to get mall management right. It is a constantly evolving and learning process.

We must appreciate the science behind this and know how to crunch the data we have access to today, thanks to tech solutions which allow us to map and predict buyer behaviour allowing for informed decision making. However, one must equally have a strong instinct to catch the pulse of mall retail and that of your own patrons to get a sense of what works – which may not only reflect in numbers but requires a certain amount of flair. If one can balance both – the management of a mall can lay the foundation for long term success.



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