

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#75



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75th Edition of Shopping Centre News

With its February 2020 edition, Shopping Centre News has reached a significant milestone – its Platinum Issue.

In 2008, Shopping Centre News was inceptioned with a vision that was far-reaching – to create a magazine that is a knowledge resource centre which collects, analyses and disseminates information on the Indian Shopping Centre Industry in all its aspects of operations.

Over the years, Shopping Centre News magazine has more than hit the mark. Today, it seeks to build and inspire a body of focused research into the architecture and design aspects of shopping centres. It also aims to encourage the development of sophisticated management paradigms and maintenance methods, keeping in context global benchmarks. Finally, it aims to be a bridge between shopping centre developers and the retail community, to help forge mutually profitable relationships.

In this special 75th Edition of Shopping Centre News we bring you a roundup of the giants of the Indian shopping centre industry - those who have been honoured by IMAGES Group for upping the ante and many an eyebrow over the years; who have set benchmarks, and created landmarks at a time

when the digital media explosion is challenging retail businesses and environments to reinvent and redraw their approach to consumers. We tell you about mall developers who are responding to the mushrooming consumerism in India, responding to evolving customer demands with a combination of value-added services, technology, innovation and a sound marketing strategy.

There is also a special mention of malls who have understood that Phy-gital – a retail environment in which physical and digital experiences merge together seamlessly and complement each other in order to offer the consumer a single, positive, integrated experience – is the future. These mall developers are embracing emerging technologies to ensure consumers stay connected, engaged and keep coming back, proving that brick-and-mortar retail is not dead in the digital media era.

As always, we hope you find this issue informed and beneficial.



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PACIFIC INDIA: DEVELOPING NEXT-GEN TRANSIT RETAIL DESTINATIONS

The group has recently opened their fourth shopping mall, 'D21' at Dwarka Sector 21 Metro Station. 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 a metro station with a hypermarket, lifestyle and fashion stores, along with food and entertainment options...

By Charu Lamba

The world of transit retail is thriving. Just like airports, metro stations are becoming new transit retail destinations. As roadways begin to get clogged due to congestion of vehicular traffic, mostly cars, a larger section of middle-income families is shifting to public transportation which is not only more comfortable but also help save on time and money. There is a vast potential for growth of transit malls along the existing routes of public transportation systems as also along corridors that are in the pipeline.

Salaried professionals, middle-income families as well as next-

gen individuals are generally stressed for time in a rapidly moving world. This class prefers to travel by public transportation, and also constitutes the typical mall visitor, always finding it far more convenient to shop in a mall located on a transit destination than in one located at any other place in the city.

These reasons are enough to catch the attention of discerning mall developers and plan out a retail format that can be replicated across the country. One such developer who is leaving no stone unturned to tap the immense potential of travel retail is Pacific India.

Decoding D21

The group, which operates 3 shopping malls in India, has recently opened their fourth shopping mall - D21 - at Dwarka Sector 21 Metro Station.

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 a metro station with a hypermarket, lifestyle and fashion stores, along with food and entertainment options.

D21 also presents the residents of Asia's largest sub-city with their first multiplex, Big Bazaar and HomeCentre. With this unique offering, Pacific India 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 nearly 100 percent occupancy in fashion, food and lifestyle and multiplex and entertainment options scheduled to commence in a month's time, D21 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 the fastest delivered mall project yet as it was completed 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 has end-to-end visibility in D21.

Speaking about the launch, **Abhishek Bansal, Executive**



CELEBRATING OUTSTANDING PERFORMERS IN THE INDIAN SHOPPING MALL INDUSTRY

In this special 75th edition of IMAGES Shopping Centre News, we bring you a roundup of the giants of the Indian shopping centre industry, who have won many accolades at ISCA and reinvented their approach to consumers at a time when the digital media explosion is challenging retail businesses...

By Shopping Centre News Bureau

India has some 400-odd small and big shopping centres with approximately 75 million sq. ft. of retail space – with another 100 new malls spanning over 49 million sq. ft. scheduled to come up across the country by 2022 end. Of the total new mall supply, the top 7 cities alone will see 69 new malls spread over 35.5 million sq. ft. area. The remaining 31 malls over 13.5 million sq. ft. will come up in Tier II & III cities such as Ahmedabad, Lucknow, Indore, Surat and Nagpur, among others.

This generous new upcoming mall supply over the next three years testifies to the confidence of private equity investors in Indian retail's pent-up potential. Most of the malls – the existing and the upcoming – are primarily spread across in and around metropolitan cities, Tier I & II markets, although Tier III markets are fast becoming areas that mall developers are beginning to explore.

Developers, together with national, regional and international chains have successfully penetrated some 50 new cities in the past few years and are dramatically changing the retail scenario of the country, bringing the 'Mall' culture closer to shoppers of over 100 cities of India. They are responding to the mushrooming consumerism in India, responding to evolving customer demands with a combination of value-added services, technology, innovation and a sound marketing strategy. Alongside this, they are providing abundant F&B and entertainment options, giving boost to the experience economy in the country, while ensuring customer satisfaction.

In this special 75th edition of Shopping Centre News, we bring you a roundup of the giants of the Indian shopping centre industry - those who upped the ante and many an eyebrow over the years. These malls won awards at ISCA and also set benchmarks and landmarks at a time when the digital media explosion is challenging the retail businesses and environments to reinvent and redraw their approach to consumers...



PAST PERFECT: IMAGES GROUP HONOURS MALLS FOR THEIR OUTSTANDING RESPONSE TO BURGEONING CONSUMERISM IN INDIA

In this 75th edition of Shopping Centre News, we take our readers on a trip down memory lane to when IMAGES Shopping Centre Awards were first instituted in the year 2008. The journey which began in 2008 is honouring the shopping malls till date for their innovation and achievements...

By Shopping Centre News Bureau

Images Shopping Centre Awards (ISCA) are the first awards instituted to recognise excellence in the business of shopping centres. The platform, which brings all shopping centres pan India on one stage was inception in the year 2008 by IMAGES Group. These were the first awards in the industry which honoured shopping malls that excelled in innovation, technological development, customer service, consumer engagement programs and their contribution to the society every year.

Held annually since then, ISCA has become the most sought after and coveted awards in the shopping centre industry.

The First Jury

The first ever jury to preside over the awards ceremony consisted of the following prominent names (with their then designations) in the Indian Retail Industry: **Kishore Biyani**, MD, Future Group; **Anuj Puri**, Chairman & Country Head, Jones Lang LaSalle Megraj, India; **Anshuman Magazine**, Managing Director, CB Richard Ellis, South Asia; **D Shivakumar**, MD, Nokia India; **Sanjay Verma**, Executive MD, South Asia, Cushman & Wakefield; **Raghu Pillai**, President and CEO, Reliance Retail; **Arvind Singhal**, Chairman, Technopak Advisors; **Ramanathan Hariharan**, Director, Landmark Group

Since 2008, many other industry experts, researchers, and retail and mall developers joined the ISCA as jury.

The Process

Ever since the inception of ISCA, the nominations process has been very transparent and organised. Nominations are invited from across the industry, which are then carefully evaluated and scrutinised in accordance with given parameters before they are finally presented to a jury.

Seven shopping malls including Select CITYWALK, High Street Phoenix, Forum Mall, Great India Place, Inorbit Mall won the first ISCA awards in 10 categories in the year 2008. Since then, there has been no looking back for ISCA, which – due to its innovative concept – has gained immense popularity and the support of the shopping centre fraternity in India. Over the years, many new malls have been included in the nominations.

To further increase the transparency in the jury process, in 2019, the concept of Live Presentations was added to ISCA. The annual contest was remodeled into a 'Live Action Competition' minus third party arbitrators and the fastest, most transparent adjudication process ever. This is as real and real-time as it gets. In this format, shopping malls were asked to make live presentations to an on-ground jury at the event.

ISCA for Upcoming Malls: Another important addition was the introduction of upcoming malls at ISCA. Through this process, upcoming malls presented to a jury consisting of IPCs and BD heads who assessed their projects on 15 pre-defined parameters.



MALLS EMBRACE PHY-GITAL RETAIL TO ADD VALUE TO THE CUSTOMER'S JOURNEY

Phy-gital refers to a retail environment in which physical and digital experiences merge together seamlessly and complement each other in order to offer the consumer a single, positive, integrated experience and mall developers are embracing emerging technologies to ensure consumers stay connected...

By Charu Lamba



The dynamics of the retail industry are rapidly changing globally. The world has seen a transition in the way consumers shop at the mall. To satisfy these burgeoning customer needs, not only retailers but malls as well are embracing technology to reach modern shoppers.

While technology has definitely made life easier for consumers, mall developers in India have spent the better part of the last few years on their toes, finding appropriate technology solutions and them implementing them.

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.

"As retail and shopping malls evolve, the feeling of physically holding an item, taking ownership of it and walking from a store with the satisfied glow of the perfect purchase will

not change. Retailers and malls can no longer just aim to push products, but instead, need to ask themselves how physical space and activities can add to creating a holistic experience. To do so, shopping malls and brands need to think about the types of experience their customers expect and leverage an end-to-end technology platform to turn that into reality, focusing on the overall customer journey," says **Naviin Ibhrampurkar, Marketing Head and Corporate Communications, Inorbit Malls.**

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. It is also blurring the lines between physical and digital worlds bringing both of them together, and it has given birth to a new term 'Phy-gital'.

So, What is Phy-gital Retail?

Phy-gital simply means enhancing physical channels by integrating digital technology and information, obscuring

the lines between online and offline. It gives the customer options of buying at his convenience even in a brick-and-mortar setting. Phy-gital retail is trending, changing market dynamics and giving competition to traditional retail without eroding the importance of physical stores. It is the judicious mix of both and catering efficiently to both online and offline customers.

"Phy-gital retail is the new transformation in the retail industry which integrates online and offline worlds and allows retailers create closer, more effective, and human customer experiences. This new wave embraces the experience allows

Phy-gital Facts

An AT Kearney study states that 95 percent of all retail sales are captured by retailers with a brick-and-mortar presence while two-thirds of consumers who purchase online use the store before or after the transaction.

In order to accommodate the evolving demands of the ever-connected consumer, and lure him in, the physical store needs to change its mindset. Traditional retailers need to consider the power of digital transformation and use it liberally to enhance instore experiences. The brick-and-mortar store needs to go phy-gital.

BHUMIKA ENTERPRISES TO LAUNCH NEW RETAIL REAL ESTATE PROJECTS IN NCR & JAIPUR

After Udaipur and Alwar, the group is planning several similar projects in other major cities of Rajasthan as well as other cities adjoining Delhi-NCR...

By IMAGES Retail Bureau

Logistics firm Bhumika Enterprises, which has been foraying into retail real estate in Rajasthan, is on a major expansion spree. After Udaipur and Alwar, the group is planning several similar projects in other major cities of Rajasthan as well as other cities adjoining Delhi-NCR.

Committed to their theme of 'After Here Nowhere', the brand is approaching new projects with unique designs, fresh perspective and open mind. In an exclusive chat with Shopping Centre News, **Uddhav Poddar, Managing Director, Bhumika Realty** talks about the vision of the brand. He also analyses the progress of the mall in 2019, elaborating on the expansion plans in 2020.



Excerpts from the chat...

How has the year 2019 been for the brand? What are your expectations from 2020?

The year 2019 has been quite special for us. Talking about Urban Square, we have signed lots of anchors for the mall. Right now, we have confirmed 7 anchor stores at Urban Square. Since the launch of this project two years ago, we have received a good response from all the top retailers. Udaipur despite being a Tier II city, is becoming home for many national and international brands, as they are opening their first store in the city at Urban Square.

We have also evolved as a brand, winning numerous awards in 2019 at various platforms including IMAGES Shopping Centre Awards.

How do you see Urban Square as a brand? What will be the USP of this mall?

I won't call Urban Square a shopping mall. It is mixed-used retail development under one roof. It has got 200 rooms hotel along with a large shopping and entertainment focused retail space. We are going to offer the biggest cinema in the city at the mall. Besides retail, the mixed-used development comprises of offices and service apartments, under one roof. The mall will be witnessing a lot of traffic from Gujarat due to its location. Our aim was to make the mall a large regional retail centre plus a tourist destination and we are on verge of creating one.

What are the new factors that have been added / are being planned in Urban Square for the benefit of the tenants?

Our first focus is to make the mall very unique and brand rich. One way to do this is with a healthy brand mix. We are coming up the right mix and with organised zoning to help us drive footfalls. The mall is being designed by a leading global architect and therefore, the design will be refreshing and new for both consumers and retailers.

The mall will also be



UDDHAV PODDAR
MD, BHUMIKA REALTY

technologically equipped. We are using the latest available technology to shape up mall services, be it parking or other security measures. We plan to have Augmented Reality (AR) corners, which will help us in mall management among other services.

Which brands are a part of Urban Square as of now?

We have Shoppers Stop, INOX, Marks & Spencer, Reliance Trent and Tata Westside as confirmed anchors. Urban Square will be a 'big-box destination', where the focus will be on stronger anchor brands. We are on verge of signing on a large international FEC player and we will reveal the name soon.

A lot of brands are in the pipeline as well, which will fill anchor and vanilla slots. In the F&B segment, we have F Bar and are also signing on brands like Sagar Ratna, Govinda etc.

Tell us about the new markets which Bhumika Realty is looking at after Urban Square?

Udaipur Mall is in final phase of construction and we are hoping to handout fitouts for anchor brands by this year. After Alwar, we are coming up with new projects in Jaipur and Jodhpur followed by Bikaner and Delhi NCR.

Tell us about your food court and entertainment partners.

There will be dedicated space for entertainment and other games for all age groups. The food court will majorly have two elements – local food street where food outlets from Udaipur will be present and F&B brands with a pan India presence. ●

WHAT TO EXPECT WHEN MUMBAI RETAIL GOES 24/7

Adding the next level to the legendary nightlife of Mumbai, the Maharashtra government has finally given a thumbs up to a proposal with far-reaching economic ramifications. From January 27, selected shopping malls, eateries, multiplexes and some other retail establishments can remain operational 24/7.

To begin with, only a few establishments will actually remain open all through the night, and it is strictly optional. The state government has also mandated that establishments operating round the clock will need to comply to certain set guidelines, or lose their licenses.

The city that never sleeps is living up to its reputation as it joins the ranks of global cities such as London which operate 24/7. It is a definite boost to the financial capital's overall economy. One of the main advantages is that it will help generate more employment opportunities as retailers looking to avail this option will need to hire more people to handle the night shift.

Elsewhere in the world, this approach has worked quite

The city that never sleeps is living up to its reputation as it joins the ranks of global cities such as London which operate 24/7. It is a definite boost to the financial capital's overall economy. One of the main advantages is that it will help generate more employment opportunities as retailers looking to avail this option will need to hire more people to handle the night shift.

By Anuj Kejriwal, MD & CEO - ANAROCK Retail



The positive impact of this move is quite location-dependent, and will therefore not benefit all retailers and customers in the city. The major impact zones would be retail establishments in and around offices that operate at all hours, such as BPOs and other IT/ITeS entities.

On the Flipside

There is always a price to pay for progress. A more active night-time economy means that a larger workforce will commute at night, so public transport facilities will need to be considerably enhanced. Also, apart from the fact that providing more night-time distractions will certainly not improve overall Circadian rhythms, disturbance to people living in areas which have both residential and commercial elements must be considered.

The state will have to drastically revisit the whole law and order situation, with round-the-clock patrolling and improved situation response mechanisms. While only time will reveal the long-term implications of this move on the city's safety levels, certain aspects such as women's safety must be accounted for from the word 'go'.

The need to up the ante on basic civic facilities like water and electricity during the wee hours is a given. Round-the-clock retail activity and accompanying footfalls will significantly increase the requirement of these utilities.

All things considered, it is at the very least an interesting socio-economic experiment which will hopefully work out well on all fronts. The retail sector currently accounts for about 10 percent of the country's GDP. If round-the-clock retail operations become a reality in more cities, this contribution can increase significantly, but not without commensurate investments both at the retailer and municipal levels. ●

INDIA TO ADD 100 NEW SHOPPING MALLS BY 2022-END

Adding more to this, there is more good news for the shopping malls lovers. ANAROCK further reports that 100 new malls spanning over 49 mn sq.ft. are scheduled to come up across the country by 2022-end.

Of the total new mall supply, the top 7 cities alone will see 69 new malls spread over 35.5 mn sq.ft. area. The remaining 31 malls over 13.5 mn sq.ft. will come up in Tier II & III cities such as Ahmedabad, Lucknow, Indore, Surat and Nagpur, among others. Region-wise, west and south Indian cities will see almost equal new supply. West India will get 36 new malls over 17.5 mn sq.ft. area, followed closely by South India with 35 new malls over nearly 17 mn sq.ft. The North region will see a supply of 22 new malls spanning over 11 mn sq.ft. area. East India will see a much more modest supply of 7 new malls spread over approx. 3.5 mn sq.ft.

Tier I City Mall Supply:

- MMR tops out with 18 new malls spanning 7.8 mn sq.ft.
- NCR comes next with 13 new malls spread over 7.5 mn sq.ft.
- Hyderabad will see the launch of 12 new malls over more than 4 mn sq.ft.
- Bengaluru and Chennai will see an infusion of 10 and 9 malls respectively, together accounting for 10.8 million sq.ft.
- Pune and Kolkata will see 4 and 3 new malls added respectively.

well on that front. According to available data, employment in London rose perceptibly on the back of its night-time industries. Between 2001 and 2017, this sector grew by 2.2 percent a year compared to the overall growth of 2 percent.

Obviously, the state government will generate considerable additional revenues even as retail establishments tap into a great opportunity to counter the ongoing consumption slowdown.

Perhaps on the most significant benefits for brick-and-mortar retailers is their increased ability to compete more convincingly with essentially 24/7 online retailers. It will be interesting to see how e-commerce players respond at a time when practices like deep discounts are already under the scanner.



TRENDS 2020:

HOW INNOVATION IS RADICALLY CHANGING RETAIL & SHOPPING MALL INDUSTRIES

The days of static stores are gone. The guide to transforming shopping malls into 'Consumer Engagement Spaces' (CESSs) is based upon the experience economy. The CESSs of the future will include retail stores often in smaller formats with less dependence on inventory and more focus on creating personalised brand experiences through virtual reality, augmented reality or mixed reality...

By Jayant Vaitha, Director & Head of Design Practice & Aabhas K Maldahiyar, Senior Associate Architect, Colliers International India

As we approach first quarter of the 21st century, everything, including retail design trend, is changing as far as the shopping mall and retail industries are concerned – and that too at a great pace. While change is inevitable, the fact of the matter is that the curve of changes is bit too steep than the base time. And there is good news and bad news. The good news is that innovation is radically changing the retail. And this is the bad news as well.

What will the future of the retail industry look like? What are the trends that will shape retail in the coming years? These are some of the questions that we will try and answer through this study.

The Retailpocalypse Will (Finally) Be Behind Us

This means that the stores will still exist, with an emphasis on stores in shopping malls. However, stores in shopping centres will be more like customer experience centres. With e-commerce offering deep discounts, deals and incentives, transactions will be majorly done on online stores. Designers will need to

cope with this paradigm shift and see how the functioning cost can be minimised.

With this upfront the industry shouldn't be surprised to witness more of high-street models wherein designers cut down the investments by reducing 'Engineering Loads'. The idea of air-conditioned atriums may cease, and open courtyards would replace them soon. Despite the Retailpocalypse, designers will push hard for design flavours which will push offline sales as well as online sales.

Design Focus on Sensory Experiences

Sensory experiences will be key. They will be the biggest difference between online shopping and offline shopping. With increase in digitisation, haptic experiences will gain high importance, with the store space becoming a place to experience products using all our senses, and of course, with the help of multisensory technology.

Browsing vs Buying

For Millennials today, shopping is an act of fun, a recreational activity in which the transaction

MUMBAI SHOPPING MALLS, RESTAURANTS TO REMAIN OPEN 24*7

Accordingly, all establishments falling within 'gated communities', non-residential zones with security, CCTVs, parking areas, etc, can remain open round-the-clock from January 27. The commercial establishments will have options to keep them open 24*7 on all days or weekends/holidays/festivals depending on their specific business potential.

By Charu Lamba

After nearly three decades, Mumbai will regain its freedom to remain awake and busy with commercial establishments allowed to function 24*7 from midnight of January 26-27, officials said.

The long-pending proposal to keep all restaurants, malls, multiplexes, shopping plazas, etc. open 24 hrs was given the green signal late at a meeting chaired by Environment & Tourism Minister Aaditya Thackeray. Accordingly, all (above) establishments falling within 'gated communities', non-residential zones with security, CCTVs, parking areas, etc, can remain open round-the-clock from January 27.

"There are around two dozen malls, besides other places which will fall in this category. Since Mumbai is a city that is active almost round-the-clock, this is expected to benefit the people, besides tourists," Brihanmumbai Municipal Corporation (BMC) Commissioner Praveen Pardeshi told news agency IANS. He said that unlike other cities which have unlimited space but limited active hours, Mumbai has little scope to expand further so it must capitalize on existing resources by keeping them open longer.

"We are also planning to set up 24*7 Food Courts across the city where people can go anytime. This will generate more employment opportunities and

open more business avenues," Pardeshi said.

The commercial establishments will have options to keep them open 24*7 on all days or weekends/holidays/festivals depending on their specific business potential. Welcoming the initiative, Hotel & Restaurant Association of Western India (HRAWI) Gurbaxish Singh said that this initiative will help make a successful global tourist hub. The HRAWI has been spearheading this since nearly two decades and the move signals "a sign of progress, benefitting tourism and employment generation by at least 25 percent".

"The implementation is now upto the stakeholders, they can

make 'We are open 24*7' signs, offer discounts to lure the post-midnight customers, shoppers and movie-goers," Singh said. He added that with Mumbai as a template, it can be eventually rolled out in other cities to put Maharashtra on the global tourist map.

Among the likely early-birds joining the late-night bandwagon are: the Oberoi Mall and The Hub in Goregaon, Growel's 101 in Kandivali, R-City Mall in Ghatkopar, Atria Mall in Worli, Phoenix Market City in Kurla, High Street Phoenix in Lower Parel, Citi Mall in Andheri, and many even have multiplexes within their premises, besides security and parking.





YOGESHWAR SHARMA
Executive Director & CEO,
Select CITYWALK

Food courts are an easy way to grab a quick bite and get on with shopping.

It has also noted that consumers tend to spend a greater amount of time in malls, which have food courts as opposed to malls that don't. Research has shown that food courts can be a significant percentage of the overall revenue of a mall. NRAI has estimated that most malls can gain about 30-35% of their business from food courts, and thus all malls should plan for these.

There is No Greater Love than the Love for Good Food!

This phrase surely holds for one of the most popular spaces in a mall, the food court. As the mall culture grows in India, food courts are a growing phenomenon along with them as well. Food courts don't just make great business sense but are the most practical offering for malls as well. In most malls today, food courts are buzzing hubs to meet-up, catch a bite, or simply relax for a while.

As malls become destination experiences, they need to offer a comprehensive service portfolio beyond just retail offerings. Malls are becoming community centres, and therefore food and beverage is playing an even more significant role for them; this makes food courts that raise the bar even more important for malls.

Food courts are an easy way to grab a quick bite and get on with shopping. It has also noted that consumers tend to spend a greater amount of time in malls, which have food courts as opposed to malls that don't. Research has shown that food courts can be a significant percentage of the overall revenue of a mall. NRAI has estimated that most malls can gain about 30-35 percent of their business from food courts, and thus all malls should plan for these. Even the most conservative estimates would give them between 10-15% of overall mall revenue.

In the logistics of it, a food court is better business sense than many individual restaurants. In terms of fire clearances, kitchens, and other infrastructure, a food court is easier to manage and can house multiple brands. It also offers many brands an opportunity to test the waters with consumers through smaller kiosk formats. Food Courts are also becoming centres for comprehensive entertainment. 'My Square' at Select CITYWALK, is also a space that offers family and weekend entertainment like quick magic shows at each table, live music performances on certain days of the week. It becomes a complete community experience.

Food courts, however, need to be planned well. To begin with, the most obvious point is that there should not be repetitive brands in the same space. Another point to note is

to keep it a judicious mix between beverage brands, QSR's, cafes, and even bars. Malls should encourage both well-known brands as well as artisanal and homegrown ones at food courts through pop-ups and kiosks, apart from regular stalls. There should always be a sense of discovery for consumers when they come to food courts. People are always looking for variety, and a food court allows them to try out multiple places in the same meal experience. Well planned and well-executed food courts should also offer a space to decompress and relax, as most people are also looking to dine out. Internationally we are seeing these trends go even higher with specialty food courts, offering artisanal cafes and healthy meals, microbreweries, and well-known bars. Also, malls need to be very careful on all compliances for food courts, from fire safety, hygiene, etc. to machinery investment. You also need to ensure that brands do not face the brunt of too much clutter and competition, which can be achieved by proper design and curation.

We all know eating out is not just about having good food; it's about get-togethers, laughter, and memories. Today shopping malls have become gastronomic destinations, as many as 80% visitors to a mall may visit a food court compared with about 65 percent who visit a supermarket and 50-55 percent who visit a department store, according to estimates by the Retailers Association of India, a retail industry body. Food courts are now so much more than a real estate investment; from the past many years, food-retail has grown exponentially, giving a never-ending ultimate experience to consumers. The future of food courts is robust as we see more and more Indian food and beverage brands coming up with unique offerings as well as well known international brands entering the Indian market. A smart mix of good brands, intelligent design peppered with wholesome entertainment is the recipe for success when it comes to food courts in India. The significance of eating in itself in India is massive, turning food courts into a foodie's paradise.



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