

# Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#79



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# Shopping Centres Welcome Consumers Post 70-Day Lockdown

The month of June has finally brought good news for the shopping centre industry. Malls in non-containment zones across the country have been given the green signal to reopen their premises and commence business. Most malls in Tier I, II & III cities opened their gates for shoppers, except Mumbai which is still to get permission to open shop.

The June 2020 e-edition of Shopping Centre News brings you live coverage from across malls in the country on their opening day as well as at the end of the first week of sales post lockdown. IMAGES Group data shows that malls in metros like Delhi, Bengaluru, Kolkata and Chennai showed substantial footfall numbers and sufficient sales as well.

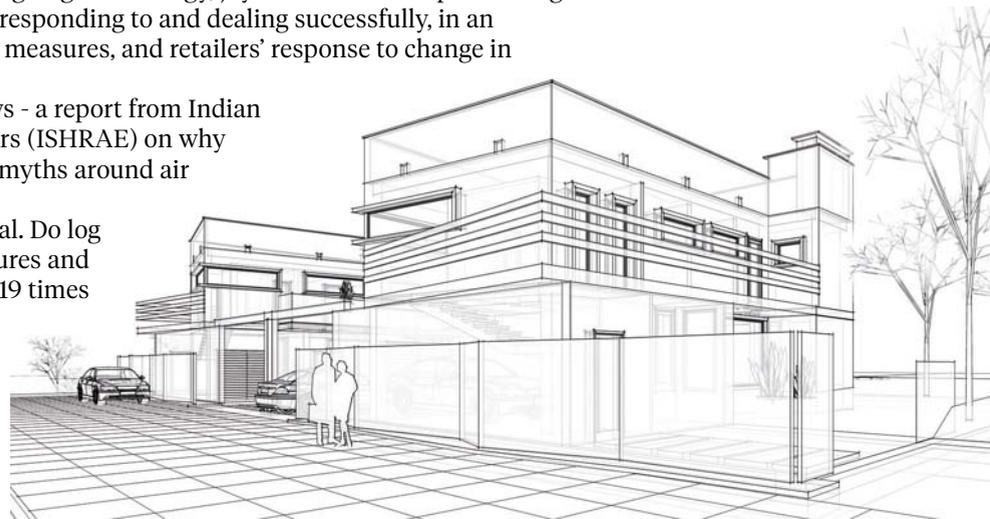
The e-issue, aside from bringing readers the footfall, sales and consumer behaviour data and trends from malls, talks about the new unusual journey that mall owners are undergoing - the energy, joy and excitement paralleling that of opening a new mall. The issue addresses how malls are responding to and dealing successfully, in an organised manner, with new challenges learnings, SOPs, safety measures, and retailers' response to change in consumer behaviour.

The June 2020 edition also brings its readers some good news - a report from Indian Society of Heating, Refrigerators and Air Conditioning Engineers (ISHRAE) on why air conditioning in malls is safe to use, dispelling rumours and myths around air conditioning units aiding the spread of COVID-19.

As always, I hope you find the issue informative and beneficial. Do log on to our website, [www.indiaretailing.com](http://www.indiaretailing.com) to read articles, features and updates pertaining to the Shopping Centre Industry in COVID-19 times with an emphasis on India.



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# Shopping Malls to Reopen; Cinemas and Entertainment Parks Wait for the Green Signal

In a move that is being termed as Unlock 1, the Central Government has issued fresh guidelines relaxing nationwide lockdown, bringing huge relief for the shopping centre industry and the many retail outlets inside malls...

By Shopping Centre News Bureau



# REOPENING

## Shopping Centres, Restaurants to Reopen from June 08

The Ministry of Home Affairs has issued new guidelines for the fifth phase of lockdown which is slated to begin from Monday, June 1.

According to the new guidelines, all activities outside containment zones have been allowed to resume in a phased manner from June 1. The guidelines will come into effect from June 1 and will be effective till June 30. The current phase of re-opening, 'Unlock 1', will have an economic focus.

The Ministry of Home Affairs (MHA) declared that the restrictions will be limited to only containment zones up to 30 June and that the prohibited activities will be opened in a phased manner in areas outside these zones.

Phase I – As part of the phased opening of activities, religious places of worship for public, hotels, restaurants and other hospitality services, shopping



centres outside containment zones have been allowed to reopen from June 8. The Health Ministry will issue SOPs for the above activities, in consultation with the Central Ministries/ Departments concerned and other stakeholders, for ensuring social distancing and to contain the spread of COVID-19.

However, entertainment parks and cinema halls will remain closed until further notice.

## Yogeshwar Sharma, Executive Director And CEO, Select Infrastructure Resigns

Yogeshwar Sharma, Executive Director and CEO, Select Infrastructure has resigned to explore new opportunities outside the group. "After, noteworthy association of 15 years, Yogeshwar Sharma has resigned from the position of CEO & Executive Director. We are extremely appreciative of his efforts and his strategic thinking that have helped Select CITYWALK to deepen its relationships with our valued partners, making us one of the most admired shopping centre and build an amazing team to carry forward our business successfully," said Arjun Sharma, Chairman, Select Group.



"May 31 will be my last day. I am in discussions with a couple of companies and will be announcing my future plans soon," said Yogeshwar Sharma. Nimish Arora will be joining as the interim CEO of SIPL. He will be supported by Shashi Sharma, Director Projects & Engineering along with S. Srinivas, Finance Head and Deepak Zutshi, Centre Head. "Nimish is well acquainted with our business having served as a Director on our Board. As a Chartered accountant, he has worked with Ernst & Young and Sahni Natarajan Bahl, in the field of transaction advisory, taxation and process re-engineering. He has over 13 years of experience in the field of real estate development. As a Director of Select CITYWALK, he has been contributing significantly in business development and new initiatives of the Shopping Center. He is an active member of Entrepreneurs Organization & CREDAI," added Arjun Sharma.

The sixth #SCAIMondays virtual roundtable series, conducted on June 1, focused on how footfalls and shopper movements could be managed inside shopping centres since they have now been given a green signal from the Government of India to re-open their premises outside of containment zones on June 8. For mall developers, hygiene, security, and safety measures have become – and will continue to remain – the biggest challenge in the new normal.



# SAFETY-FIRST CUSTOMER SERVICE: THE NEW MANTRA FOR MALLS

As shopping malls gear up to re-open their premises on June 8, the day appointed by the Government of India, they have understood that with re-opening will come greater responsibility – that of watchfulness in as far as hygiene goes to ensure consumer safety and confidence...

By Shopping Centre News Bureau...

The discussion also touched upon the Shopping Centres Association of India (SCAI) Guidelines for shopping centres to operate in the COVID-19 era.

The panel was moderated by **Najeeb Kunil**, ED, Pioneer Property Zone Services. The other panelists included:

- **Aslam Packeer** Mohamed, MD, Marina Mall, Chennai
- **Harsh Vardhan Bansal**, Director, Vegas Mall & Unity Group, Delhi
- **Shrirang Sarada**, CEO & Managing Partner, Sarada Group, Nashik
- **Sushil Mohhta**, Chairman, Merlin Group

**Amitabh Taneja**, Chairman & Founder Director, SCAI who was hosting the webinar, opened the session by welcoming the Government's decision to re-open malls which are not in containment zone in India. "The agenda of the session is 'Safety-First Consumer Service'. The discussion intends to elaborate on the SCAI guidelines and SOPs for shopping centres to start the re-functioning on in the days to come. We are on the verge of re-opening malls and this week is the only time left for malls for preparations and to take necessary safety measures. The responsibility of the industry is

immense, and we have to be very watchful in our approach and have to ensure consumer safety and customer experience so that people can come out of their homes to shop with confidence."

## Consumer Safety & Service

**Najeeb Kunil**, ED, Pioneer Property Zone Services elaborated on the SCAI guidelines and asked panelists how they were implementing SOPs in their respective shopping centres, given that there was very little time left to experiment and innovate.

"We have been under lockdown for over two months now, so I am confident that people will come out to shop in large numbers after this huge gap. Therefore, it is extremely important to ensure the safety of consumers by taking all precautionary measures related to social distancing, crowd

## SCAI GUIDELINES FOR SOCIAL DISTANCING

- Controlled entry and strict monitoring to ensure crowd control
- 75 sq. ft. for one person to restrict shopper numbers
- Temperature screening of all visitors/ employees with contactless infrared guns
- No crowding in common areas





ASIA'S LARGEST THEME WATER PARK

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**us to go now, is up. Towards light, towards air, towards life. darkness, standing on the lowest of lows, the only way for our blessings. Because though we may have touched the laborious ascent to the surface, it is indeed time to count ocean floor, hoping to propel ourselves upwards, on our long, as we are just about finding our feet, placing them on the could easily be the darkest phase of our lives. And today, wisdom we could find – something to salvage from what Expectedly fearful, we flailed, grabbing whatever pearls of literally, the all-time low; the Mariana Trench of our lives. eons, our groping fingers touched something. It was, quite from going with the flow. And after what seemed like way was up and which down, we could do little else apart around us getting progressively murkier. Unsure which collective breaths as we sank to new depths, everything even if somewhat unwitting - each one of us holding our mouths were as if, suddenly, we were all pearl divers, way left to go is up. Ask any pearl diver. The last few The great thing about hitting rock bottom is that the only**

# HOW SHOPPING CENTRES ARE IMPLEMENTING THE NEW NORMAL, ENSURING CONSUMER CONFIDENCE

In a Special #SCAIMondays LIVE Webcast Edition, shopping centre heads and senior mall executives talked about the consumer experience and excitement to shop in the mall after a gap of 70 days...

By Shopping Centre News Bureau...

## WEEK 1

The seventh edition of #SCAIMondays was a special webcast of shopping centre heads and senior mall management executives who reported from the frontlines with real-time updates on customer experiences and retailers' feedback on the first day of shopping mall reopening in 30 cities across India.

The session was hosted by **Amitabh Taneja**, Chairman, SCAI and was anchored by **Nishank Joshi**, CMO, Nexus Malls.

**Rajendra Kalkar**, President – West & Whole Time Director, The Phoenix Mills Ltd and **Sidharth Pansari**, Managing Director, Primarc Group were the analysts who moderated the discussion with different shopping centres heads and management spokespersons.

### The panel included:

- **Afshin K P**,  
Director - Mall of Travancore, Thiruvananthapuram
- **Akashdeep Singh Noul**,  
Centre Director, Mall, Ahmedabad One
- **Arijit Chatterjee**,  
COO, The Junction Mall, Durgapur
- **Colonel Mandeep Singh**,  
Centre Director, Mall of Amritsar
- **Gajendra Singh Rathore**,  
Sr Centre Director – Mall, Phoenix Marketcity, Bengaluru
- **Kiran Puthran**,  
GM, LuLu Int. Shopping Mall, Kochi
- **Nimish Arora**,  
Director & Interim CEO, Select CITYWALK, Delhi



# UNLOCK 1.0: CONSUMERS RETURN TO SHOPPING CENTRES

Shopping Centre News reports on how the shopping malls operated and welcomed customers on the first day of reopening...

By Shopping Centre News Bureau...



★★★★ **LULU MALL** ★★★★★

Lulu Mall, Kochi reopened for customers on June 9, after a gap of 2.5 months of lockdown. The entertainment zones and cinemas continued to remain closed as per Govt guidelines. The Mall management has implemented elaborate Standard Operating Procedures (SOPs) to ensure a safe shopping environment for customers. On day 1 of re-opening, the mall welcomed close to 20,000 customers. To be granted entry to the mall, customers were required to submit their name, contact details and location. QR codes have also been provided to make this process hassle free.

Customers can enter the details digitally and get a barcode, which must be scanned every time the customer visits the mall. Installation of the Aarogya Setu app by customers, retailers and staff is also advised by the mall and various retail outlets inside. Over 90 percent of the retail stores opened, after undergoing deep cleaning and strict audits. AC units, exhaust fans, other filters and drain lines have all been cleaned to ensure dust levels in the mall is kept at a minimum. Most stores are ensuring no customer contact for merchandise on display. Though several apparel stores have temporarily shut trial room facilities, the operational ones are isolating such merchandise for 28 hours, post which it is disinfected. Jewellery brands are also providing disposable gloves to customers and sterilizing every item post trial. Shoe brands are providing disposable socks for trials. Customers can dine in safely at the restaurants, who have all implemented multiple safety measures including disposable menu and cutlery. A contactless shopping space where people can purchase from the food court by ordering online is being created. Cashless payment options are being encouraged across retail stores. All mall and retail staff are required to wear safety gear. The common areas in the mall and all customer touch points are being frequently disinfested by a dedicated Sanitization team.

A highly qualified Pandemic Response Team is ensuring that all the guidelines are implemented and is available 24/7 to handle any crisis. The mall has put up messages and stickers marking 1.5 m gaps so customers can easily adhere to social distancing. Regular reminders on social distancing and other mall and Govt. mandates are being given through the mall's PA system. The mall temperature is maintained between 24 to 30 degree centigrade. Enhanced fresh air circulation of treated air and ventilation is ensured. Humidity level is maintained at 40 to 70 percent. Wearing of facemasks is mandatory in the mall.

**Some of the other guidelines which LuLu Mall has enforced include:**

- Persons above 65 years of age, pregnant women and children below the age of 10 years are advised to stay at home
- Sensor based vehicle tyre disinfection at entrances
- Thermal cameras, mandatory temperature screening & checks for all staff and visitors. Anyone showing any flu like symptoms will be denied entry





## BUSTING THE MYTHS AROUND AIR-CONDITIONING IN MALLS: ISHRAE SAYS ACs SAFE TO USE

A panel of experts discussed how shopping centres needed to plan their air distribution system and pump in more fresh air by adding more fans, ventilators and exhausts which should be cleaned regularly. Shopping centres should flush out the indoor air 2-4 hours before they are thrown open to the public using outdoor air distribution systems...

By Shopping Centre News Bureau...

The 5th of #SCAIMondays conducted on May 25 by the Shopping Centres Association of India 2020, focused on making both the Government as well as the Shopping Centre Industry understand the myths surrounding high-tech air-conditioning systems in malls and other closed environments. The agenda was to analyse the factors associated with the topic so that the myth and fallacies surrounded around air-conditioning, as a medium of the spread of COVID-19 can be busted.

“The subject of air-conditioning in the context of allowing shopping centres to open has been a point of concern for policymakers. Presentations to all concerned authorities have been made by SCAI, as air-conditioning is a key component not only for the entire retail and shopping centre industry but also for consumers at large that find malls as safe places to visit. Implementation of stringent Standard Operating Procedures (SOPs) prepared by SCAI assures all possible measures to provide a safe and hygienic environment,

social distancing and safe air-conditioning. If offices are allowed to function and in some states with full strength, if AC buses and trains are allowed to ply and if from May 25, domestic aviation is being allowed to operate, why are shopping centres still not being allowed to open?” asked **Amitabh Taneja**, Chairman, SCAI.

The session was moderated by **Mukesh Kumar**, CEO, Infiniti Malls and the experts present in the panel were:

■ **Aneesh Kadyan**, Executive Director - Property Management - India, CBRE South Asia

- **Ashish Verma**, Head of Engineering, Inorbit Malls
- **Richie Mittal**, National President, Indian Society of Heating, Refrigerating and Air Conditioning Engineers (ISHRAE)
- **Vishal Kapur**, Technical Committee Chair & Presidential Member, ISHRAE

Mukesh Kumar introduced the panel which was high on experience and technicality and also discussed the rumours, debates, and theories associated with air-conditioning playing



**I**n an exclusive interaction with Shopping Centre News Bureau, **Sachin Dhanawade, Chief Operating Officer, Retail & Real Estate, Grauer & Weil (India) Limited,** which operates Growel's 101 Mall, spoke about shopping centres in COVID-19 times, while elaborating on the measures taken by the mall to make it customer-safe post the lockdown period.

***What are retailers and shopping centre developers doing to stave off the ill effects of the pandemic and reassure consumers?***

It is extremely crucial for retailers and malls to reassure consumers that the controlled environment at a mall will be the safest place to go for shopping, eating and entertainment options. The industry has come together to spell out guidelines that cover every aspect of retailing to ensure safety is at prime.

Malls are better equipped to enable and ensure a safe environment by enhancing the already existing standards of hygiene and mandating social distancing norms for consumers and monitoring that these are being followed strictly.

We at Growel's 101 are fully geared up to reopen the mall with highest possible standards around COVID-19 precautionary measures and have aligned our retailers as well on operating manual/guidelines to adjust to the 'new normal'.



***Will you shift to a revenue-sharing model with your tenants? Will you consider rental waivers for a few months?***

Given the lockdown situation, tenants are negotiating on various rental models, however it is imperative to evaluate the situation at both the ends as both the parties are sailing through a similar situation. At this point, it is critical that the situation is analyzed prudently and an appropriate resolution to tackle cash flow situation at both the ends can be made to ensure that it is a win-win situation for both the stakeholders in the business. While various representing bodies have filed petitions with the Government of India, representing their respective industries, it will be interesting to wait and see the kind of support that is extended to bring back businesses to normalcy at the soonest possible.

## “GROWEL'S 101 MALL ALIGNING TO THE NEW NORMAL, ALL GEARED TO REOPEN WITH PRECAUTIONARY MEASURES”

Malls are better equipped to enable and ensure a safe environment by enhancing the already existing standards of hygiene and mandating social distancing norms for the consumers, and monitoring that these are being followed strictly...

By Shopping Centre News Bureau

# ESSELWORLD IS PREPARING TO REOPEN AND WELCOME ITS GUESTS

After many phases of lockdowns, EsselWorld is all pepped up to reopen its gates and welcome its beloved guests! For the very first time in the 30-year-old history of the amusement park, EsselWorld has been non-operational. However, it was always connected with its guests during this period and has never stopped entertaining through its digital platforms. On the other hand, the park was also ensuring that EsselWorld is safer to visit again making it cleaner, hygienic and in a healthier environment.



↑ Celebrities and artists hosted on EsselWorld LIVE



↑ 7 Lakh Food Packages distributed to daily wagers and underprivileged by EsselWorld- high



↑ Parks Ready for Reopening

## Key Engaging Activities:

### ■ Social initiative

- EsselWorld joined hands with BMC, the Mumbai Police and NGOs who helped in distributing meals to the daily wagers and underprivileged in Mira Bhayandar Municipal Corporation, Borivali, Charkop, and Colaba. The Gorai Police too helped the Park in distributing these packets to the daily wagers and adivasis of Uttan and Gorai Village. This activity was initiated on the March 30 and more than 7 lakh food packets were distributed.

### ■ Park Maintenance

- Spread across an area of 100 acres, EsselWorld has around 2 Lakh trees and plants thereby making the park pollution-free. The Park also has 3 rainwater harvesting reservoirs that supply water to the entire park including the Water Kingdom. The water park has an incredible filtration plant that processes 90 lakh litres of water every 90 minutes. With the outbreak of COVID-19, EsselWorld has ensured of keeping the park and rides cleaner and sanitised in all aspects and will be continuing

to do so regularly. The washrooms, locker rooms, restaurants, etc are regularly cleaned and sanitised.

### ■ Events

- The amusement park launched EsselWorld LIVE on April 12, a platform where celebrities did live sessions on the official Instagram page (@esselworldofficial). Post hosting a renowned digital magician in the first session, the park associated with Book My Show and hosted celebrity guests like Raghav Juyal, Abhishri Sen along with Muddasir Khan, Sajjive Balakrishnan- the fastest caricature artist in the country, Mommy Blogger- Tanya Khubchandani, renowned DJ Notorious and DJ Loyd, international comic artist- Dheeraj Verma, renowned comedian Parag Kansara and many more who did live sessions on the Instagram page.
- Tapping, into various genres of entertainment, the Park also explored fitness. EsselWorld hosted 'EsselWorld Virtual FunRun' on the May 24, in association with You Too Can Run where more than 500 participants ran their respective

marathons indoor. The platform began with its registrations on May 11, with a registration fee of Rs. 95 with an option of 5 kms, 10 kms and a kids obstacle run. Part of the amount was donated to NGOs that are working towards the daily meals for the underprivileged.

### ■ Readiness for reopening of park

- With the unlocking phase begun in India, EsselWorld too is prepared to reopen its gates with all the necessary precautionary measures. The measures are:
  - **Limiting the number of guests:** To begin with, the park will be limiting the number of guests in the premises, irrespective of high demand.
  - **Social Distancing:** Social distancing will be maintained by the staff as well as the guests right from the ticket counters to queues for ferry, restaurants, washrooms, rides, etc.
  - **Mask:** EsselWorld will not be allowing guests and staff to enter the premises if they are not wearing a mask. There are various stalls where visitors can buy, masks and hand sanitisers.

- **Sanitisation:** The entire park, rides, ferries, buses, toy trains, ticket counters, entrances, restaurants, washrooms, merchandising shops, lockers, locker rooms, will all be sanitised and cleaned at regular intervals. Sanitiser dispensers will be installed at various entry points at an interval of 100-500 meters.
- **Touch-free cashless ticketing:** EsselWorld is also encouraging touch-free, cashless and paperless ticketing system where guests can pay online on the websites, other online aggregator websites, or even via e-wallets.
- **Health and Safety measures:** The visitors will be asked to fill a self-declaration form at the entry point. Paramedical officers will be checking the temperature of every visitor entering the park.
- **Restaurants:** The restaurant area of the park will also be sanitised including the table and chairs. The seating arrangement will be done ensuring social distancing.

*EsselWorld is looking forward to a newer tomorrow to entertain you in a safer environment. ●*

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Shopping Centre News magazine launched at the India Shopping Centre Forum, 2008, is in its twelfth year of publication. Throughout the journey, the magazine continues to strive as a knowledge resource centre that collects, analyses and disseminates information on the Indian shopping centre industry. In all its aspects of operation, the magazine encourages the development and spread of sophisticated management paradigms and maintenance methods, keeping in context global benchmarks in the arena build up – and inspire – a body of focused research into the architecture, aesthetic and design aspects of shopping centres. It acts a bridge between shopping centre developers and the retail community, to help forge a mutually profitable relationship.

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