

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

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Deep Dive: Mall Owners Talk Consumer Behaviour, Footfalls Post Lockdown

Shopping centres in India were already working in a challenging retail environment and 2020, with its outbreak of COVID-19 and over 2 months of a complete lockdown has been a difficult year to say the least.

The July e-issue of Shopping Centre News brings to its readers, news and views from the length and breadth of the country of shopping mall owners, developers and executives, who tell us its business as usual as malls re-open and begin to imbibe hygiene and safety into their daily routine, boosting consumer confidence and luring them back.

Shopping Centre News July 2020 showcases a live webinar which saw our team connecting with shopping centre heads and executives to get a deeper understanding of consumer shopping behavior in the COVID age, and to discuss footfalls, conversions, consumer demographics, out-of-the-box retail innovations, average dwell time, revenge buying' etc., along with new emerging trends.

The live show was attended by the who's who of the Shopping Centre Industry in India.

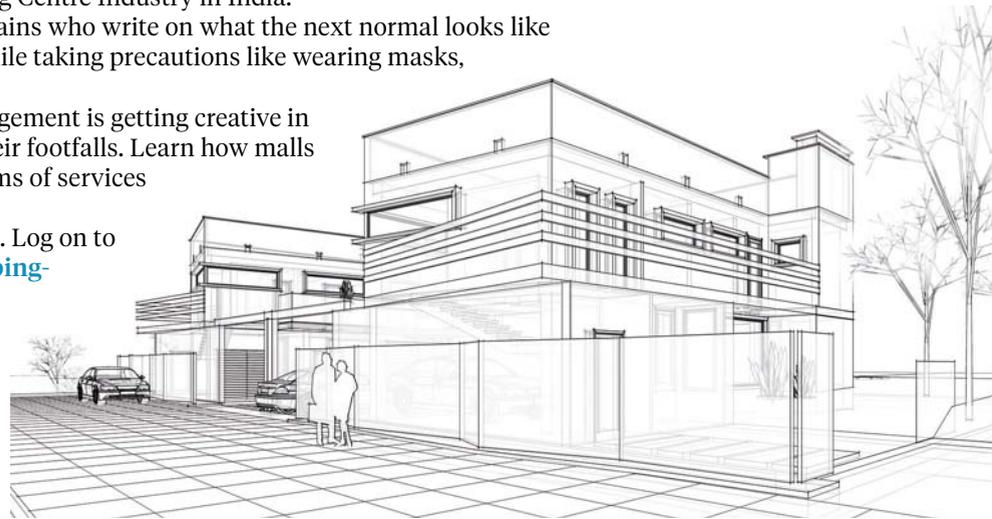
The issue also has opinion pieces from leading industry captains who write on what the next normal looks like for malls in India and how they should be prepared to work while taking precautions like wearing masks, social distancing and sanitizing all surfaces.

The issue rounds off with a thought piece on how mall management is getting creative in convincing customers they are safe havens in a bid increase their footfalls. Learn how malls are providing much more than couch-surfing ever could, in terms of services and experiences.

As always, we hope you find the issue informative and useful. Log on to our website <https://www.indiaretailing.com/category/shopping-centre/> for more features, analysis and expert opinions.



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It's Back to Business as Malls Reopen to Sizeable Footfalls, Ample Sales

As shopping centres throw their doors open to customers, mall developers are studying consumer reactions and behaviours and mapping what makes a brand tick, apart from following safety and hygiene standards set by the government amid the new normal...

By Shopping Centre News Bureau



Select CITYWALK Welcomes the New Normal with Disruptive Initiatives

Select CITYWALK reopened on June 8 with strict SOPs as per government directives to ensure utmost safety, sanitization and social distancing as required for the post-COVID-19 environment. As part of the 'new normal', it has introduced a suite of services to ensure comfort and convenience to consumers by offering a seamless retail experience. The new services portfolio offers concierge services for all queries, contactless ordering and home delivery services, personal shopper service, curbside pickup and on the anvil is the introduction of the online shopping guide.

The concierge services digitally offer immediate answers to consumer queries to have greater engagement and nurture relationships. The shopping centre promotes this through its WhatsApp application platform, directing consumers through a series of click to WhatsApp

ads across their social media. Consumers can easily enquire about mall safety procedures, timings, delivery etc., with a chatbot to respond to frequently asked questions and a connect with individual stores for brand related queries at the same time. The mall has also introduced direct delivery service through WhatsApp ordering.

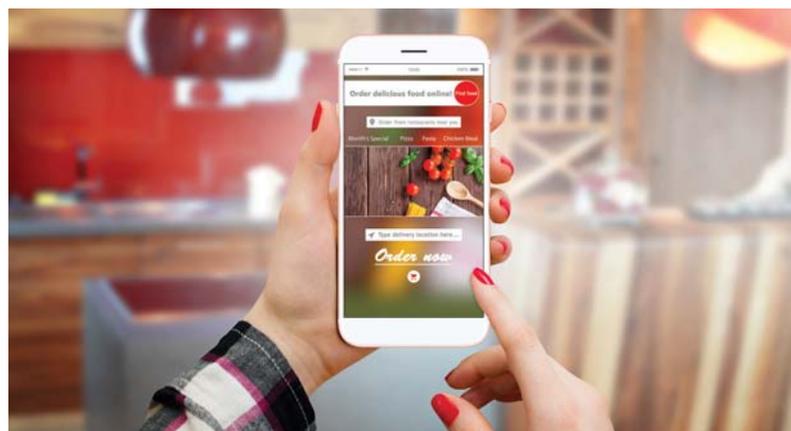
Through the personal shopper service, which is apt for the current scenario, keen customers

are being encouraged to pre-book shopping slots on the website and enjoy hassle-free shopping experience. They can book a shopping session with a stylist who actually helps them find the right product. This service has already garnered great popularity and witnessed its first record sale of over ₹1 lakh from its first shopper and many more successful sessions thereafter. Customers can either pay directly to the store through

various payment options or pay cash on delivery.

Designed with safety in mind, the shopping centre has also set up a curbside pickup desk at the rear entrance keeping in mind minimal interaction and trouble-free experience to get the order picked. The orders can be placed through the concierge and will be ready for contactless curbside pickup at a specific time. Sanitization is being maintained across the mall in every 30-60 minutes. All public areas in the mall are being disinfected thoroughly.

"Our safety standards are implemented with the utmost vigilance and meticulousness. The new consumer initiatives have been introduced with an understanding towards the needs of the consumer and the changing digital scenario. We intend to bring the retail experience our visitors have till date enjoyed, online with personalized services, which they can avail in their homes, allowing them to bring Select CITYWALK home," says **Nimish Arora**, Director and Interim CEO, Select CITYWALK



HOW MALLS ARE REDEFINING SHOPPING EXPERIENCES IN THE NEXT NORMAL

The onset of COVID-19 has brought about a significant change across sectors, a complete transformation in the way everyone operates their businesses. The pandemic has impacted the shopping centre and retail industry significantly too. Till the time the risk levels of the virus reduce or get eliminated, the shopping experience too would continue to be a changed one...

By Charu Lamba

The Shopping Centre industry all over the world is a catalyst of organised retail and a major contributor to the success of major drivers of the economy including Entertainment, Fashion, Cinema, F&B, Electronics, FMCG, and many more. The onset of COVID-19 has brought about a significant change across sectors, a complete transformation in the way everyone operates their businesses. The pandemic has impacted the shopping centre and retail industry significantly too. Till the time the risk levels of the virus reduce or get eliminated, the shopping experience too would continue to be a changed one. For this, both retailers and shopping centres, are consciously and continuously working towards ensuring that they provide a safe and secure shopping environment.

Creating a Safe Shopping Environment

“As retail starts to open slowly, we believe that shopping centres could play an important role in creating a good safe shopping environment since it is a controlled space. While we have been closed, we have made all arrangements to make sure that Growel’s IO1 is a 100 percent safe-place to shop, dine and spend quality time,” says **Sachin Dhanawade**, Chief Operating Officer (COO), Retail &

Real Estate, Grauer & Weil (India) Limited, which operates Growel’s IO1 Mall.

Shopping centres across India are undertaking measures complying with the standard operating procedures (SOPs) detailed by the **Shopping Centres Association of India (SCAI)**.

“As a responsible public space, Select CityWALK has implemented stringent measures

keeping the safety aspect of shoppers across not just its premises, but also the retail outlets, restaurants and food court,” states **Nimish Arora**, Director & CEO, Select CityWALK.

Getting attuned to the new normal, consumers are willing to step outside and be at public spaces where they feel safe, thus changing the shopping experience where earlier one did not think

before entering a mall or public space.

“Earlier people used to take appointments to visit salons inside shopping centres, now, they are scheduling their visits to shopping centres. Unlike pre-COVID-19 days, there are certain new norms in place, for example limited number of outfits are allowed for trials, which was never the case earlier. Moreover, people are practising additional layer of self-discipline, which by now they have got familiarised with. This translates that the shoppers are having a varied experience while entering the mall as an additional layer of security check is getting introduced which includes temperature and oxygen level checks and only those categorised ‘Green’ on Aarogya Setu app are allowed entry. Also, as part of the new normal, using masks and sanitizers dispensed through a touchless mechanism is being made mandatory. Besides, children aged up to 10 years and senior citizens above 60 years are asked not to visit the shopping centres,” explains **Manoj K. Agarwal**, Chief Executive Officer, Viviana Mall.

“The lockdown has changed the market and we are observing new patterns of consumer behavior. Essential time is replacing leisure time at malls. The dwell time has decreased majorly because multiplexes and gaming zones are



CONVERSIONS & OCCUPANCY AVERAGING 75% IN MALLS; GROCERY, ELECTRONICS, ATHLEISURE, KIDSWEAR, PERSONAL CARE & FOREIGN FAST FOOD DRIVE SALES

With approximately 80 percent occupancy and around 425 malls opening doors, the third 'live from ground zero' show revealed a lot of new trends with 20+ centres in metros, Tier I & II, rural & smaller cities sharing consumer shopping behavior. Shopping centre heads and executives discussed footfalls, conversions, consumer demographics, out-of-the-box retail innovations, average dwell time, revenge buying' etc., along with new emerging trends...

By Shopping Centre News Bureau...



The 9th #SCAIMondays looked back at the footfalls and conversion rates that were since the reopening of many shopping centres across India beginning June 8. With approximately 80 percent occupancy and around 425 malls opening doors, IMAGES Group's 'live from ground zero'

show revealed a lot of new trends with 20+ centres in metros, Tier I & II, rural & smaller cities sharing consumer shopping behavior. Shopping centre heads and executives discussed footfalls, conversions, consumer demographics, out-of-the-box retail innovations, average dwell time, revenge buying' etc., along

with the new emerging trends.

The session was anchored by **Rashmi Sen**, Group COO-Malls, The Phoenix Mills Ltd. The analysts present in the session were **Gopal Machani**, Jt. MD, MGB Felicity Mall, Nellore; **Mohit Pruthi**, VP-Head Retail, Marketing & Brand Communication, Bharti Realty,

Delhi and **Umang Mittal**, ED, PRM Begraj Group, Siliguri.

The panel included:

- **Aditya Shah**, CFO, Gulmohar Park Mall, Ahmedabad
- **Akhil Dalmia**, CFO, PRM Marketcity, Cooch Behar & Raiganj, Vega Mall & Cosmos Mall, Siliguri

'GROCERY, ELECTRONICS & TESTING LABS NEW HOTSPOTS IN MALLS'

- DR. VISHESH RAWAT, VP, M2K GROUP

The Shopping Centre Industry, which runs on crowds and footfalls, is still trying to deal with the new set of norms which is a totally new task as the pandemic continues to spread its reach pan India. However, with various limitations and strict measures, the challenge to bring back the consumer confidence so s/he returns to public places like malls is huge...

By Sandeep Kumar

The impact of COVID-19 and the ensuing lockdown on both the shopping centre and the retail industry has been extremely serious and challenging. In the last four months, not only India, but the entire world has been affected by this black swan event, leading to an economic crisis situation globally, as several other sectors are feeling the same pressure and on verge of collapse due to lack of business, debts and revenue losses.

The mandatory closure of the shopping malls for a period of over two months was a huge setback for the industry. The industry, which runs on crowds and footfalls, is still trying to deal with the new set of norms which is a totally new task as the pandemic continues to spread its reach pan India. The government and authorities are trying their best to flatten the curve, but the success rate is limited as of now.

Impact on Real Estate Sector in India

Talking about the situation of the real estate sector in India, **Dr. Vishesh Rawat, Vice President-Sales & Marketing, M2K Group** says, "The real estate sector, especially commercial real estate has been hugely impacted by



DR. VISHESH RAWAT
VICE PRESIDENT- SALES & MARKETING, M2K GROUP

the lockdown and the Unlock situation in phases. With various limitations and measures, it is very challenging to get back the confidence of the consumer and to make him return to public places like shopping malls. The response so far has been good, but people are still scared as there is no respite and the number of positive cases are increasing every day.

Two of our properties **M2K Rohini** and **M2K Pitampura** are cinema centric properties and have been impacted due to the temporary closure of multiplexes due to pandemic. However, construction activities at our under-construction projects have

been restored and we are making good progress there."

Upcoming Malls: Challenges in COVID Times

As thousands of migrant workers and labourers left the metro cities for their villages, construction of malls and other commercial properties took a huge blow in the lockdown period. Despite the government's permission to start construction, many builders and mall developers are still dealing with this labour shortage dilemma.

"We were lucky that the major share of our manpower has been with us during the lockdown. We made arrangements for their stay, food and provided medical facilities to labourers and thankfully they are with us and working at the sites. Full safety measures are being taken at the operational properties," says Dr. Rawat.

Leasing is another aspect which is very important for any upcoming mall. If the mall doesn't get good brands, it won't survive in the future. During the lockdown, when most shopping malls and retailers were having a tight spot for the rental waiving and other monetary disagreements, selling new space to any brand was quite testing.





HOW MALLS & RETAILERS ARE PREPPING FOR THE **POST-LOCKDOWN WORLD**

According to the survey, over 50 percent of respondents voted in favour of visiting malls within the initial month of reopening. Data says that the customers are looking forward to it as they are excited about hitting the stores to buy various products and one of their favourite sections is the food and beverage (F&B) outlets serving various delicacies

By Manoj K. Agarwal, CEO, Viviana Mall

COVID-19 has not just taken a toll on people contracting the virus, it has impacted businesses, livelihoods and the way humans interact with one another – throwing up challenges that even those best-prepared could not have anticipated. While the lockdowns helped contain the spread of the virus and bought

time to scale up the medical infrastructure, the restrictions need to be lifted slowly to spur economic activity, which has taken a big hit.

People still need most of the products and services, and until there's a cure, businesses will have to adapt and adopt – to new regulations, ways of functioning that ensure safety of their

employees as well as consumers, and also spot new opportunities amid this pandemic. And this assumes great significance for malls as they aren't just spaces for shopping; they offer an escape from confines of urban homes, a place for people to mingle and interact, with a plethora of food, entertainment options and other services.

The New Norms

Once all malls resume operations, it would be mandatory for them, just like many other businesses and public spaces, to adhere to certain hygiene and safety norms. This is likely to put pressure on costs as well. Apart from that, malls and retailers will have to update their business models, too, in line with changing demand



AT 14% ROI, INDIA REITS OUTPERFORMED BSE REALTY INDEX

From its inception leading up to 25th June 2020, Embassy Office Parks REIT has yielded 14% returns, which is higher than the returns generated by BSE Realty Index (which yielded negative returns of -20% in the same period...

By Shobhit Agarwal, MD & CEO – ANAROCK Capital

1st April 2019 was a historic date for India as the country's maiden REIT was listed on the bourses. The euphoria on Dalal Street was evident with investors placing 181 million bids and the issue being oversubscribed by 2.6 times. On the day of listing, the scrip closed at INR 314.10 per unit, up 4.7% from its issue price of INR 300 - vouchsafing that investors whole-heartedly welcomed REITs in India.

REITs were introduced in India only recently, and currently focus only on commercial offices.

However, they have existed globally for around 60 years. Across the world, some of the largest REITs own property types such as telecommunication infrastructure, industrial (distribution centres, warehouses, etc.), data centres, retail malls, healthcare facilities, commercial offices, residential projects and several other assets.

As of August 2019, the US REITs market capitalization was 96 percent of the real estate market while in Singapore and Japan, it was 55 percent and 51 percent, respectively.

SOME PROMINENT GLOBAL REITS		
REIT	Property Type	Market Capitalization*
American Tower Corp	Telecommunications infrastructure	USD 109.2 Bn
Prologis	Industrial	USD 66.4 Bn
Equinix	Data centres	USD 60.7 Bn
Equity Residential	Residential apartments	USD 21.2 Bn
Boston Properties	Commercial office	USD 13.5 Bn

* as of 26th June 2020 – Source: ANAROCK Capital



THE NEW NORMAL HAS HELPED MALLS GAIN UPPER HAND OVER HIGH STREETS

Given the extraordinary circumstances, shopping malls are best suited to implement strict protocols to control crowds and in making sure social distancing norms are followed to provide a safe, hygienic physical shopping space to the shoppers...

By Surjit Singh Rajpurohit, COO, Amanora Mall, Pune

It has been around 6 months that the first COVID-19 case came to light in India and since then the virus has been spreading, exacting not just humanitarian costs, but also the economic costs, affecting every single sector in the country. The situation has been extremely challenging for the shopping centre industry which was forced to shut down for more than 70 days.

After more than two months of lockdown, some shopping malls in the country were allowed to reopen on June 8, 2020 and they did so, embracing the new normal. In fact, malls in some parts of the country are still waiting for a green signal to open their doors to customers. The current situation has caused a huge dent in retail trade, the immediate effects of which are huge losses of revenues and jobs. The situation will also have a cascading and devastating effect on the economy. Data from SCAI (Shopping Centres Association of India) indicates that there are 650 large shopping centres that contribute over ₹180,000 crore in sales with 1000 plus smaller shopping centres contributing another ₹50,000 crore to the sales of the organised retail sector.

With the reopening, malls are gearing up to follow all SOPs (Standard Operating Procedure) laid down by the Government of India as well as SCAI so as to keep the shopping space safe in order to ensure customer and employee health safety. In the meanwhile, an old debate has been reignited – which is the more safe and secure space to shop: malls or high street stores?

Safety, Hygiene & Technology

Safety, hygiene and the wellbeing of customers are the first priority of shopping malls in the new normal. All measures are followed to keep both patrons and employees safe and malls are going that extra mile to assure and convince consumers that the mall is a safe place to shop. A large part of this activity involves relooking at traditional ways of doing things and changing daily functions to stay safe from COVID-19.

For example, to reduce the risk of spread in elevators, a new innovative concept has been introduced by many malls – **Foot Pedals**. Customers can choose the floor they want to go to with their feet instead of using their hands and touching an elevator pad which is touched by scores of people daily.

WHAT MALLS ARE DOING IN THE NEW NORMAL

- Restricted shopping hours
- Wearing masks compulsory for customers, mall staff and retail staff
- Hand, foot sanitisers and temperature checks at all entrances
- Mandatory for customers and staff to have the Aarogya Setu App on their phones
- Social distancing protocols, maintaining a minimum of 2-meter distance
- Vacant seats between patrons and partitions at the food court and restaurants
- Use of contactless payments
- Limiting the number of people entering the mall
- Closure of fitting rooms and removal of demo areas

Special Events in Malls

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

Inorbit Mall Cyberabad Introduces Video Shopping and Curb Side Pick-Ups to Enable Hassle Free Shopping for Consumers

Inorbit Mall Cyberabad introduced a unique and innovative service including a Video calling facility and a Curb-side pick-up service, to further ensure consumer safety in the mall. The consumers can make selection through a video call and Curb side pick-up that will enable consumers to make selection and payment online and simply drive through to the mall at the designated time to collect their shopping bags. To enable consumers to have a hassle-free shopping experience the mall has also started new shopping norms at Inorbit that include home delivery, personal shopping, catalogue sharing on WhatsApp – all aiming to make shopping convenient and fun.

With the introduction of video call facility, shoppers can browse and select, from the comfort of their home, make the payment online and their orders will be delivered home at no additional cost. Curb side pick-up on the other hand allows a consumer to collect this order from the 'curb' after completing the transaction online. The order gets delivered to the consumer in his car without any hassle. The Curb side pick-up has made shopping convenient for shoppers as they do not have to deal with long delivery time frames. Consumers feel safe as they do not need to enter the mall premises.

Brand Inorbit understands the safety concerns that patrons might have in the wake of current pandemic. Besides ensuring temperature checks, social distancing norms within the premises, minimum touch, no touch sanitizing stations at a regular distance, additional shopping services are sure to entice consumers who have missed out on shopping for four months now.

Inorbit's digital campaign #FirstTimeInALongTime also encourages consumers to step out or stay home to shop. With the ongoing end of season sale that offers 40 to 50 percent flat sale on more than 100 brands and opening of new stores like Arrow & Charles and Keith consumers are going to love the shopping experience.

Speaking about the new services, **Naviin Ibhrampurkar – Head of Marketing & Corporate Communications** said, "Last few months have been tough for most of us. We have missed out on fun, frolic, shopping, and entertainment. Inorbit will ensure that consumers get to experience 5th the best brands with new services like Video call and Curb Pick up."

Inorbit Mall has attuned all its retailer to offer personalized services to the customer. ALDO, Bath & Body Works, Charles & Keith, Superdry, AND, Puma, Health & Glow, Caratlane, W, Skechers, UCB, Mothercare, Lifestyle Shoppers stop, Pepe, Jeans, Rare Rabbit, US Polo, The body Shop, Bluestone, Hamleys, ALDO Accessories, CK Jeans, Forever New, Wildcraft, Blackberry's,



We bring to you a Mall-like experience at home!

- Step 1 - Call the store for your requirements.
- Step 2 - The store executive will video call you.
- Step 3 - They will take you through all the products.
- Step 4 - Select your favourite item and place an order.
- Step 5 - Get your orders delivered to your house.

Inc.5, Rocia, and Steve Madden are few of the brands that are enabling easy shopping by sharing the catalogues through WhatsApp, video calling and even offering home delivery so that consumers get to shop from the comfort of their homes.

Viviana Mall Turns Seven, Celebrates Anniversary with Week Long Activities and Events on the Social Media!

Viviana Mall, celebrated its seven years of providing a recreation space to the public has organised a week-long activities and events on the social media.

The celebration commenced from June 22, with daily activities to beat the lockdown blues right from room decoration and cake baking workshops to make up sessions by the renowned makeup artists from Colorbar.

There are various competitions also lined up, the winners in these events will win prizes and offers from Viviana Mall. Keeping in mind the 7years of completion, the mall will be uploading a post on its Instagram that appeals to their customers to comment and share '7 things they love at Viviana Mall'. Based on the same, customers commenting 1st, 7th, 77th, 777th and 7777th on the post will be announced as the winners of this competition.

Commenting on the occasion, **Rima Kirtikar, Chief**



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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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