

# Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#81



**90.6% MALL OWNERS EXPLORING CONTACTLESS TECHNOLOGIES TO ADJUST TO COVID ERA** **P.14**



## MARKET WATCH

Shopping Centres in Mumbai Resume Operations; Witness 15-20% Footfall **p24**



## SHOPPING CENTRE REVIVAL

South City Mall Records 13,000+ Weekend Footfalls; Food, Fashion Big Draws **p13**



## WHAT'S HOT

Creaticity Launches first-of-its kind Online Furniture Mall **p29**



## RESEARCH

India Real Estate: A Different World Post COVID-19

**p26**



## DIGITAL INNOVATION

Shopping Malls Introduce 'Contactless Dining' to Revive Business and Footfalls in Food Court

**p10**

## Newsmakers

A lowdown of what's happening in the national and the international shopping industry in the last one month

**p4**

## SNAPSHOTS

Special events/activities in shopping malls

**p30**

# New Norms, Safety Measures Lead to Industry Revival

It has now been more than five months since COVID-19 hit the Shopping Centre Industry and so far, there has been none to little respite. While malls are finally opening up, the impact of the pandemic has been immense and the industry will take a lot of time to recover. In these five months, Shopping Centre News has been working on providing analysis, reports, recommendations and opinions from industry experts to help keep businesses afloat amid the crisis.

Our focus through features and webinars discussing impact, challenges and solutions has been to help out mall developers and retailers in malls in overcoming this situation, while bringing their concerns to the notice of appropriate authorities.

Recently, we conducted a survey featuring some of the most popular shopping malls pan India, to get a handle on the ground reality of the situation. The survey revealed that while the Indian Shopping Centre Industry is going through a very challenging time, it is rallying through the adoption of innovations and technology.

We polled all aspects of the Indian Shopping Centre Industry to understand what needs to be

revamped, what's working and what practices can be completely scrapped to come up with a working model of a mall which consumers will feel safe visiting. We also approached the captains of the industry in a bid to understand the future course of action for mall developers and also how they are thriving in new market conditions.

Our survey found that technology is the need of the hour and that malls must aggressively invest in this arena to counter the ongoing global health and economic crisis. This is evident in our feature - the concept of 'Contactless Dining' and how it is helping foodservice in malls to overcome the negative impact of the pandemic.

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



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# Malls Resume Operations Pan India; Multiplexes & Cinemas to Remain Shut

As shopping malls in Maharashtra finally open after a long gap of four months, categories like apparels, electronics, footwear and cosmetics saw maximum footfalls and revenue...

By Shopping Centre News Bureau



## Worldmark Aerocity Re-Opens Its Doors to Renewed Contactless Dining Experience Driven by Innovation

As Delhi-NCR slowly unlocks itself in phases, Bharti Realty's Worldmark Aerocity is leading the commercial sector in innovative dining-in experience by setting forth examples through its avant-garde solutions to COVID-19 challenges. They are leading the way in hygienic practices of retail food establishments to provide a contemporary, safe and hygienic environment to all diners.

Worldmark Aerocity's 'The Walk', home to some of the top gourmet restaurants, cafes, and bars in Delhi-NCR, is following a strict repository of measures

to ensure a comfortable and convenient dining experience for its customers.

One of the crucial steps of contactless dining being followed by the restaurants is doing away with paper menus. They are instead offering QR codes that diners can scan using their smartphones at their respective tables and view the menu. They are also offering contactless digital payment options for both dining and takeaways. The restaurants are focusing on efficient crowd management through measures like reduced dining capacity, rearrangement of

tables and pre-bookings. Tackling the challenges of COVID-19 with innovation, 'The Walk' has installed contactless kiosks at its entry points that will offer

no-touch temperature screening and sanitizer dispersion. To ensure social distancing norms, escalators have been marked in three-step gaps.

## Yogeshwar Sharma Rejoins Select Infrastructure as Executive Director And CEO

Yogeshwar Sharma has resigned from BKC Malls and rejoined Select Infrastructure as Executive Director and CEO. He joined BKC Malls for a very short stint but as he could not shift to Mumbai, due to family and personal reasons, he resigned. He also could not relocate to Mumbai due to the outbreak of pandemic. He has successfully led the country's most admired shopping center, Select CITYWALK for 15 years since its inception. He is a 1996 batch pass out of Executive Master's in International Trade from Indian Institute of Foreign Trade (IIFT) and has educational qualifications and credentials in science, law, finance and shopping center leasing and management and believes his drive to lead the company in best business policies. He has attended various executive management & development programs including educational programs held by International Council of Shopping Centre's (ICSC) and programs organized by MECSC in the Middle East.



# SHOPPING MALLS INTRODUCE 'CONTACTLESS DINING' TO REVIVE BUSINESS AND FOOTFALLS IN FOOD COURT



With malls operating under specific safety guidelines issued by the government for the past one month now, social distancing has become a key concern for all the food vendors at the food courts – one they are tackling with innovation...

By Shopping Centre News Bureau

**A**fter more than 75 days of lockdown, the shopping malls finally opened up pan India. Since the retail industry has been opening up in the 'Unlock' phases, the malls are slowly returning to normalcy in some segments, as far as business and revenue are concerned. Segments like fashion, footwear, and electronics are getting decent footfalls. However, restaurants and dining is one segment which is still struggling to get decent footfalls. Despite the fact that people are visiting the shopping malls in respectable numbers, the dwell time in the mall is very less. Customers are more focused on doing essential shopping and leave, rather than sit and eat.

As a result, different food and restaurants in malls are empty and out of business. However, with the help of technology, shopping malls are introducing the concept of 'Contactless Dining' to help their food retailers

to counter this crisis. With malls operating under specific safety guidelines issued by the government for the past month now, social distancing has become a key concern for all the food vendors at the food courts.

## NEXUS MALLS

To help the customers avoid queues and chaos, Gurugram-based O2O commerce and fintech platform DotPe has partnered with Nexus Malls. The platform

is currently offering its digital ordering solutions fully integrated with a payment gateway to 30 food vendors across 3 major malls, Ahmedabad One, The Mall of Amritsar and Elante, Chandigarh's food courts and is planning to get more brands onboard.

A technology start up provides neo digital transformation and commerce solutions to restaurants and F&B brands. By offering its QR code and WhatsApp based Scan-Order-Pay solution, direct

communication and digital ordering management technology to them, it can assist food courts to ensure streamlined business operations while following the social distancing norms and make customers feel safe through minimal human touch while ordering and settling the bill.

Malls will have a common QR code across various floors of the mall whereas the floor managers and operations team will be guiding the customers on how to use it. Guests can scan the QR code placed on the tables from their own mobile phones and view the menu of all the restaurants through their phone browsers just like an e-commerce catalogue. They can order from the catalogue while remaining seated at the food court or walking through the mall corridors while shopping and also make the payment through the phone using any medium including UPI. The order-related communication

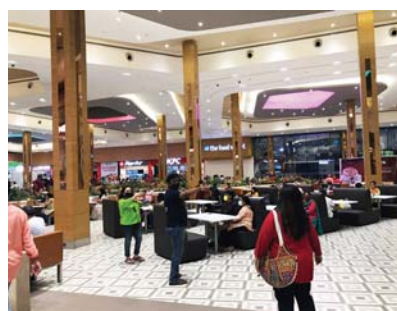




# ROAD TO RECOVERY: SOUTH CITY MALL RECORDS 13,000+ WEEKEND FOOTFALLS; FOOD, FASHION BIG DRAWS

Since reopening, South City Mall has experienced the maximum weekend footfall of 13,298 on July 26, 2020 and maximum weekday footfall of 11,911 on July 08, 2020...

By Charu Lamba



## Best Performing Brands and Their Maximum Sales in Single Day

### FASHION

- Zara – ₹16,74,000
- Forever 21 – ₹1,16,608

### BEAUTY

- Sephora – ₹6,35,000
- EyeCatchers – ₹2,19,048

### Decor

- Miniso – ₹1,15,000
- Chumbak – ₹72,650

### Fine Dining

- Chili's ₹1,95,000

### Cafe

- Starbucks – ₹83,103
- Food Court – ₹7,37,000

### Grocery

- Spencer's – ₹66,00,000

### Anchor

- Shoppers Stop – ₹21,00,000
- Pantaloon's – ₹18,91,000

## F&B sales as on August 1, 2020 were as follows:

- Flury's – ₹46,535
- Starbucks – ₹89,118
- Cookieman – ₹36,696
- Coffeeworld – ₹36,007
- Chili's – ₹1,72,582
- Mainland China – ₹1,09,435
- Mezzuna – ₹74,113
- LOD – ₹21,875
- Food Court – ₹7,02,590

The food Court sales of the mall has seen 100 percent jump in August. Best performing brand in beauty category is Sephora. Fine Dining Restaurant Chili's emerged out as consumer's favourite dining brand.

## Understanding South City Mall

In 2017, the management of the shopping centre decided to shut down the mall for renovation and reopened it in January 2018 after adding some major make overs – making the mall safe and

Everyone is adjusting to the new normal. Post the unlock phase, people have started visiting places which are open, and they feel safe in. To reassure their trust in South City Mall, the shopping centre equipped itself to create newer, better shopping experiences in a very limited time.

"There have been ups and downs since malls reopened on June 08. Since Day 1, we saw consumers coming back and on the first day of reopening, we experienced footfalls of 6,500 which gradually increased to 9,500 over the weekend. We are very optimistic and believe that the upcoming festive month

shall attract more consumers," says **Man Mohan Bagree, Vice President, South City Projects.**

Since reopening, the mall experienced the maximum weekend footfall of 18,000 plus on and maximum weekday footfall of 11,911. The mall is mostly visited by individuals who were middle age and young, however, there have been no children and senior citizens among the visitors. "South City Mall has seen decent growth week on week since mid-July 2020," Bagree states.

Fashion brand Zara clocked the maximum sale of ₹16,74,000 on July 05, 2020 whereas Grocery store Spencer's garnered ₹66,00,000 on August 01, 2020.

environment-friendly.

The mall upgraded its back-end infrastructure to the latest advanced technology. It has also reduced the number of units by 20 percent despite increasing the retail area. The renovated mall covers an area of 1.2 million sq.ft.

SCM follows the zoning concept thoroughly. The mall management has noticed that if a mall is zoned properly, it always works better.

One floor is entirely dedicated to the electronics, gadgets and travel gear. Another floor has the beauty cosmetics and accessories. Apart from this a full floor has been dedicated to international fashion, one to footwear and men's fashion and a floor each to women's and kids wear. ●

# 90.6% MALL OWNERS EXPLORING CONTACTLESS TECHNOLOGIES TO ADJUST TO COVID ERA

Despite Unlock 3.0 being announced, mall developers are still reeling under the impact of the lockdown, the subsequent fall in footfalls due to cautious consumer sentiment, retailers not being able to pay rent and added operational costs. Today, despite most malls across the country being open to customers, the industry is yet to reach a point where it can confidently announce it has made a comeback.

By Shopping Centre News Bureau



**T**he worldwide lockdown for almost 70 days amid the COVID-19 pandemic left the Shopping Centre Industry in India and the world in the throes of a crisis. The need for hyper sanitization and social distancing had led to shuttering of malls for over two months in India without any business. While the Central Government has eased restrictions in some states, others are still waiting for a green signal to open their doors to consumers. Despite Unlock 3.0 being announced,

mall developers are still reeling under the impact of the lockdown, the subsequent fall in footfalls due to cautious consumer sentiment, retailers not being able to pay rent and added operational costs. Today, despite most malls across the country being open to customers, the industry is yet to reach a point where it can confidently announce it has made a comeback.

Between April – August 2020, IMAGES Group's *Shopping Centre News* magazine has

been consistently bringing to its discerning audience, thorough analysis, reports and webinars discussing the impact of and the challenges posed by COVID-19. The monthly magazine has also been providing intelligence, and touching base with industry experts for their recommendations and opinions on how a business must behave to stay afloat in these extraordinary times.

Towards the same, *Shopping Centre News* has conducted a survey featuring some of

the most influential shopping centres pan India, to find out the ground reality of the situation. The data collected shows that approximately 80 percent occupancy and around 425 malls have re-opened their doors to consumers and also reveals a completely new set of norms, trends, and consumer behavior as far as shopping centres are concerned and the same is applicable for all tiers of society – in Tier I, II, III and IV.

It further goes on to show that in the lockdown period, while



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**MARKET WATCH**  
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**SHOPPING CENTRE REVIVAL**  
South City Mall Records 13,000+ Weekend Footfalls; Food, Fashion Big Draws p13



**WHAT'S HOT**  
Credicity Launches first-of-its-kind Online Furniture Mall p29



**RESEARCH**  
India Real Estate: A Different World Post COVID-19 p26



**DIGITAL INNOVATION**  
Shopping Malls Introduce 'Contactless Dining' to Revive Business and Footfalls in Food Court p10



**Newsmakers**  
A roundup of what's happening in the national and the international shopping industry in the last one month p4



**SNAPSHOTS**  
Special events/activities in shopping malls p30

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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## INSIGHTS INTO THE FAST DEVELOPING RETAIL REAL ESTATE INDUSTRY

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# INDIA REAL ESTATE: A DIFFERENT WORLD POST COVID-19

The report by ANAROCK highlights the changes which the retail real estate industry is witnessing currently and also predicts the future roadmap for the industry under these circumstances...

By Shopping Centre News Bureau

**T**he 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 crisis, leading to an economic debacle and setbacks 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 report titled '*India Real Estate: A different world post*

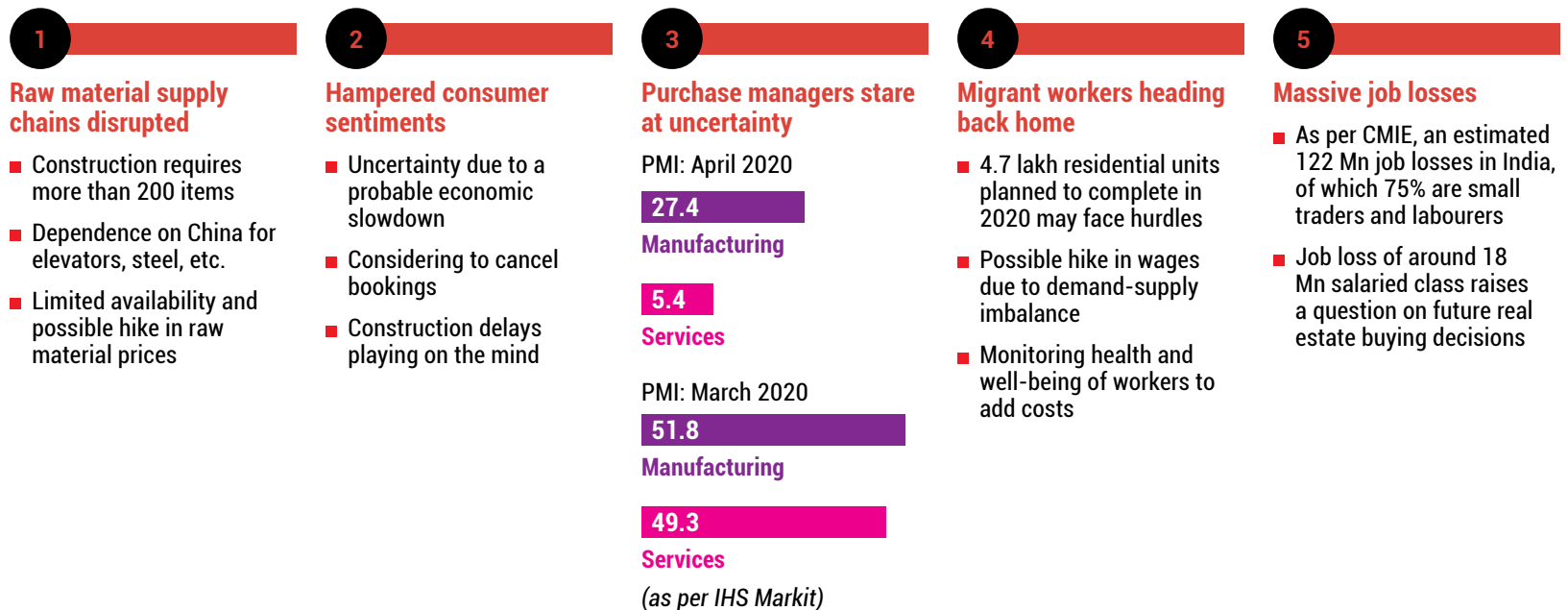
*COVID-19*', by ANAROCK highlights the changes which the retail real estate industry is witnessing currently and also predicts the future roadmap for the industry under these circumstances.

## India Real Estate: What changed due to Covid-19

The lockdown period brought the industry to standstill. As the construction halted, the

situation became very adverse for upcoming malls, leading them to go under new finishing deadline. Raw material and supply chains were disrupted and it added more to the situation as workers too migrated to their respective native places. As shopping malls and retail infrastructure were asked to shutdown, there was no business and the industry was reeling under a macro-economic uncertainty.

## INDIA REAL ESTATE: WHAT CHANGED DUE TO COVID-19?



## India Real Estate: Commercial Office

Even from the consumers' perspective, there were different new norms which as if now has become the integral part of the consumer behaviour. The changes were:

- Work life disrupted temporarily.
- WFH becomes the new norm.
- Reopening with sufficient hygiene and safety measures remain the key.



# CREATICITY LAUNCHES FIRST-OF-ITS-KIND ONLINE FURNITURE MALL

To make life easier, to make shopping as 'near-zero contact' as possible and to make shopping for home furnishing and decoration such as furniture and furnishings even more exciting, Creaticity, Pune launched first-of-its-kind online platform [www.creaticityonline.com](http://www.creaticityonline.com), the first organised furniture mall to go completely online

By Shopping Centre News Bureau



Everyone is getting used to the new normal. This means work cannot stop, shopping cannot stop and making homes more aesthetic and functional can also not stop. To make life easier, to make shopping as 'near zero contact' as possible and to make shopping for home furnishing and decoration such as furniture and furnishings even more exciting, Creaticity, Pune launched first-of-its-kind online platform [www.creaticityonline.com](http://www.creaticityonline.com), the first organised furniture mall to go completely online.

In other words, a physical mall that is also a digital mall, exclusively for furniture, furnishings, home décor and home styling is now available to the people of Pune, to begin with. Creaticity which has been dedicated to all things HOME at their uniquely designed Pune mall for over a decade now is making its digital commerce foray.

Speaking during the launch, **Mahesh M, CEO, Creaticity** said, "There had been a conscious effort to adopt technology and move towards Omnichannel retailing since the last two years. Already, two phases of this journey were activated a couple of years back including techno-malling initiatives such as interactive touch kiosks, beacon-based solutions and a knowledge-based mobile app for engaging better with customers. The e-com initiative takes us one more step closer to our customers in offering them a seamless shopping experience, which is the fruit of integrating technology with the physical mall."

"Customers can now combine the best of physical benefits such as the touch/feel experience of products and seeking expert advice from the salespeople along with digital benefits of comfort, convenience, ease of buying and payments to name a few," he added.



**MAHESH M, CEO, CREATICITY**

The e-commerce platform which will host 4,000 products, 20 product categories and 40 brands to begin with. The brands/ sellers on this portal are a combination of many brands housed inside Creaticity and several reputed national and regional brands in the furniture and home décor space.

The e-Commerce portal, which is the first of its kind in India by a

physical mall in the home & décor category is the need of the hour and has several distinctive features:

- Customers can visually have a physical walkthrough in our mall and individual stores
- They will have options of zooming into a particular product for checking out the finer details for visualisation purposes
- Live chat and video calls by appointment add depth to knowledge sharing and personal touch

"The entire process of visiting the stores virtually, to evaluating products, finalising the order and safe packaged delivery of the products will be taken care of in alliance with the sellers. In other words, it would be a start to end solution from easy browsing to virtually visiting physical stores, to video consultation with sales teams for advice on products to placing orders. Simultaneously, customers also have the choice of visiting Creaticity, arguably India's first and finest home destination in a completely sanitised environment, to touch and feel products and interact personally with the retailers and make an informed choice to make their homes an abode of comfort, aesthetics and functionality," he added.

Festivities and special occasions are around the corner, people will want to shop to furnish, decorate their homes and buy gifts for their loved ones. "What better way than to be safe and sit in the comfort of your house with your entire family and visit our e-commerce portal and purchase everything you want right from a small table lamp to a sofa set, or a dining set or a wardrobe. Our online experts will be there to help you through your selection and hand-hold you through the entire process. So, combine the heart of physical and the head of the digital to get a complete personalised experience with Creaticity, Pune," he concluded.

The vowels of the new voyage for Creaticity are #adapt #empathise #innovate #own #understand and deliver a superior customer experience to truly be a first among equals. ●



# Special Events in Malls

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

## Inorbit Mall Malad And Vashi Open With Video Shopping Feature, Home Deliveries & Curb Side Pick-Ups

Inorbit Mallad and Vashi have introduced various convenience driven services that will provide consumers to have a pleasant shopping experience, if they wish to shop from home or avoid the premises for some more time. Both malls in Mumbai have started a **Video calling facility** where in consumers can make selection through a video call and get their shopping products home delivered and **Curb side pick-up** that will enable consumers to select and pay online and simply drive through to the mall to collect their shopping bags. These new services of home delivery, catalogue sharing on WhatsApp video call are all aiming to make shopping safe, 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 at their doorstep. Curb side pick-up on the other

hand allows a consumer to collect this order from the 'curb location' or better understood as Mall drive in location. The Curb side pick-up will make shopping convenient for as they do not have to enter the mall premises.

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, consumers are going to love the shopping experience.

Speaking about the new services, Rajneesh Mahajan, CEO, Inorbit Malls said, "We are elated to announce the opening of Inorbit malls in Mumbai all safety measures in place so that shoppers could have a safe and stress-free shopping experience. With festive season round the corner, all our retailers have new and exciting collection. For those who cannot make it, Inorbit has introduced various innovative services like video call, home deliveries and curb side pick-up through which they can shop from the comfort of their homes."

Inorbit Mall has attuned all its retailer to offer personalized services to the customer. Over 100+ brands 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.

## Urban Square Signs Up Three More Brands

Bhumika Group has announced that it has signed up three more international brands – Adidas, Puma & Asics in its flagship project, Urban Square, Udaipur. The total area on lease for three 3 brands is 2612 sq ft. The mall has been able to sign new leases during the lockdown period because of the commitment developer showed towards the on-time completion of the projects. Some of the brands that have already signed up for the mall are Shoppers Stop, Reliance Trends, Inox, Marks & Spencer, Holiday Inn, Zudio, Aeropostale, Sketchers, US Polo, Arrow Sport, FCUK, F-Bar, Looks, Go Colors, Reebok, Pepe Jeans, among others. These brands have leased around 1.75 lakh sq ft area.

The delivery of Urban Square is progressing as per delivery timelines and the project will be delivered as per RERA commitment. It is one of the only few projects where the construction is progressing at Udaipur. There is hardly any inventory left in the mall so it is the best time to invest in Urban Square, Udaipur. Talking about the availability of limited inventory in the mall, Uddhav Poddar, Managing Director, Bhumika Group said, "We have a good brand mix; more than 20 brands have been signed up and none of them have backed out so far. We have started to take confirmations from retailers and substantial retailers have already confirmed that they do not wish to renegotiate any terms



and will take possession of the property in the first quarter of 2021. In fact, during Covid-19 we have also been able to close some new leases."



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BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN &amp; LOGISTICS

RETAIL FORMATS

MARKETING &amp; BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

CUSTOMER EXPERIENCE

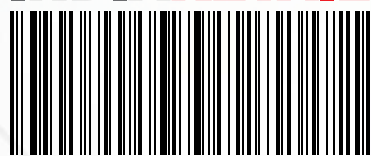
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