

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#85



OPINION
New Business Model, Innovation, Campaigns, Crowd Management Reinvented Viviana's Revival Post-Lockdown **p28**



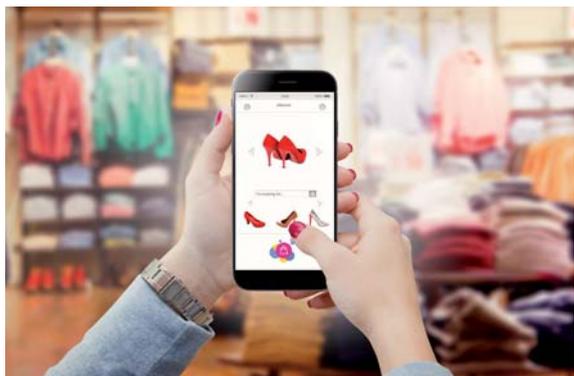
CELEBRATION
Shopping Malls Gear Up To Celebrate Christmas & New Year With COVID Guidelines **p30**



EMERGING MARKET
State-of-the-Art Shopping Malls are Redefining Retail in Rajasthan **p36**

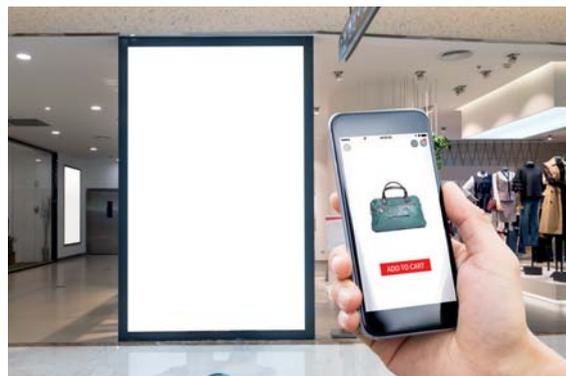


MALLS TAKE THE ADDED RESPONSIBILITY OF **SAFETY & HYGIENE** **P. 14**



RETAIL OPPORTUNITY

Shopping Centres in Smaller Towns Leverage Digital to Stay Ahead **p20**



RETAIL TRANSFORMATION

Digital Revolution: Shopping Centres Get a Technological Makeover Post COVID **p24**

Newsmakers

A lowdown of what's happening in the national and international shopping industries in the last one month. **p04**

Store Arrivals

New store launch in the shopping malls in last one month. **p10**

Snapshots

Special events/activities in shopping malls in the last one month. **p34**

Malls Take the Added Responsibility of Safety & Hygiene

Barring the last one year, the year 2020 marks the end of a successful decade for the Shopping Centre industry. A lot has changed for the industry in the last 10 years. The operational mall tally in India crossed the 600 mark, bringing with it, many new investors, making India the new 'it' retail destination. The mall culture, which was earlier only limited to Tier I cities, made successful inroads into Tier II and beyond. With better infrastructure available -near home, Tier II and beyond are no longer rushing to big cities for all their shopping needs. Cities in Tamil Nadu, Karnataka, Kerala, Uttar Pradesh, Rajasthan and Maharashtra have witnessed malls of total built up areas of more than one million sq ft (and mostly premium malls) which are comparable to world class malls.

The year also saw some of the unprecedented challenges in the form COVID-19, hitting the industry very hard. As shopping malls witnessed a shutdown for a period of seventy days and more in some cases, mall developers faced grave difficulties in every aspect -including renting, leasing, manpower, job loss and resources.

Fortunately, while the beginning of the year posed a major setback for the Indian economy, the end saw a lift in business and revenues,



AMITABH TANEJA

indicating a new hope, a new dawn and a new vision for the industry in the new year.

In this final edition of the year, we bring you coverage on 'how malls have taken on a new responsibility' of making sure the efforts initiated by them will add more value and well being for their patrons and staff. The edition also brings its readers a feature on how malls are celebrating the festival season, keeping their spirits high, with COVID safety measures in place, marking the revival of footfalls and revenue.

We also welcome 2021 and pray that it brings with it a new hope along with new concepts, technologies and innovations for the shopping mall industry, globally and in India.



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Mall Developers Announce New Projects, Acquisition Despite COVID-19

Shopping mall owners are bullish about growth prospects of India's retail sector despite the disruption caused by the COVID-19 pandemic and will continue to build new projects as well as look for acquisition to expand their businesses, according to major industry players...

By Shopping Centre News Bureau



Ashwin Sheth Group to Expand its Viviana Brand to Nagpur

Ashwin Sheth Group has entered into a joint venture with Nagpur based Sethi Group to take brand Viviana to Nagpur. Both the real estate companies have entered into an agreement to develop 1 million sq. ft. of Viviana Nagpur at the city's upmarket south western region near Pratap Nagar.

Nagpur being India's geographical centre with a population of approximately 50 lakh and increasing, is an attractive city and on the cusp of becoming the country's warehousing and logistics hub. Infrastructure upgrades of metro line and roads have kept pace with Nagpur's growth levels.

This largest retail space of Nagpur will be in the neighbourhood of the affluent areas of Ramdaspath, Dharampath, Dhantoli, Pratap Nagar, Shivaji Nagar, Laxmi Nagar, etc. and would cater to the brand-aware shoppers with various options. On the other hand, it will also provide a few thousand direct and indirect employment opportunities for

the local populace.

"The strategic move comes in to consolidate Ashwin Sheth Group's portfolio and recreate retail success story, Viviana, at Nagpur as well. The upcoming destination mall will be operated by the best of the experience and talent pool as well as backed by the expertise of one of India's leading mall brand – Viviana," says **Ashwin Sheth, Chairman, Ashwin Sheth Group.**

The entire project involves an investment of ₹650 crore, which includes land's valuation and construction cost. A Memorandum of Understanding has been inked between both the real estate groups and a formal agreement is expected to be signed in a month. The land parcel is owned by Sethi Group on which other than various retail sub-segments, there will also be substantial space dedicated for entertainment and food & beverage sections as it is located in an upmarket commercial street in the western region of Nagpur.

"This will be the first large



scale retail development in Nagpur. We intend to house the best global brands under one roof and become the entry point for many premium national and international brands in the city. Also, Nagpur has a huge population and with its infrastructural growth and connectivity, the economy has shown an upward trend. A large scale shopping centre will bring in the much-needed supply to the brand aware consumers of the city and the people of Nagpur would truly appreciate this,"

says **Aman Sethi, Managing Director, Sethi Group.**

"Despite the pandemic shocker, Viviana is comfortably placed and the announcement comes as per the roadmap that was drawn during the pre-Covid-19 days," said Ashwin Sheth.

Viviana Mall in Thane is spread on a 13-acre plot at Thane and spread over an area of 1.7 million sq. ft. It houses one of the largest multiplexes with 14 screens including Imax experience.

Onitsuka Tiger Launches New Store in Pacific Mall, Tagore Garden

Onitsuka Tiger launched one of their biggest stores in India with a store size of approximately 1500sq ft. in Pacific Mall, Tagore Garden. Onitsuka Tiger is a brand that celebrates Japanese craftsmanship and focuses on sophisticated design and luxury details, through its collection of shoes, apparel and accessories. Appreciated globally for its heritage and modern flair, the fashion brand has designs ranging from updated classics to refreshing new styles and collaborations with like-minded artists.

The new store of Onitsuka Tiger was unveiled around the festive season. Onitsuka Tiger showcased their exclusive 2020 Autumn Winter Collection- OILED LEATHER SERIES at the launch. The brand has a legacy that is built on its

commitment to promoting youth health, and since then, Onitsuka Tiger Stripes have become synonymous with one of the most world-renowned athletic brands. In each of their selected designs, the spirit of Japan resonates.

Commenting on the successful store launch at Pacific Mall, Abhishek Bansal, Executive Director, Pacific Group, said, "We are glad to see the response received by store during the launch days, and are looking forward to attract all our buyers towards a niche brand like Onitsuka Tiger, known for their skilled work in leather products."

Pacific Mall, Tagore Garden after reopening its doors post-lockdown has ensured strict regulations and standards for hygiene and cleanliness. All the shoppers and



staffers have to go through daily temperature checks and wear masks. Contactless sanitizers are installed at entry points, disinfection of common touchpoint at regular intervals in common area, controlled customer entry at mall and each

store, immersive disinfection of air conditioning and fresh air system, inside elevators and on escalators, alternate seating arrangements in all Food & Beverage outlets, etc are some of the additional preventive steps taken by mall authorities.

Carpisa Opens First Retail Store in India

Carpisa has opened its first store in India at DLF Mall of India. Carpisa is an Italian brand famous for its handy yet glamorous products, which includes: bags, small leather goods, luggage, briefcases and accessories both for men and women. Established in 2001, the brand boasts a network of over 600 stores (present in 40+ countries) worldwide.

As the other Carpisa stores in the world, the concept store at DLF Mall of India presents a clean and modern design. The structure and the furniture perfectly convey the style and the brand identity. The products from the two different core lines, handbags and luggage, are in perfect synergy: a modern integration, versatile and simple between architecture and product.

The store has an aim to give to the consumer a completely renewed shopping experience that enhances the Italian Carpisa style: a unique exhibition space created to offer an enjoyable and friendly shopping experience able to transform the

consumer's visit from necessity to desire.

"I'm really proud of this first opening in India," declared Gianluigi Cimmino, CEO, Pianoforte Holding, "without any doubt, this is a big challenge for us, and I'm sure that our liaison with this market will be progressively more and more significant. This Mall is a very important shopping

destination in this area and home to some of the world's biggest and most desirable brands."

Anurag Ahuja, Partner Shopaholics, Master Franchisee for Carpisa (North India) said, "We are excited to launch our Brand Carpisa in India at the most important location DLF Mall of India, Noida. It's our pleasure to serve Indian customers by providing world

class and unique products at very affordable pricing. We are looking at rapid expansion across North India despite the tough economic scenario, as we believe in Uniqueness of Carpisa Products. We also thank the entire Management team of DLF under Pushpa Bector, who have provided us unflinching support during this Pandemic and Look to increase our association with DLF in their other prominent locations."

"DLF Mall of India is proud to be the debut choice for yet another marquee international fashion brand like Carpisa in India. We are delighted to welcome customers to our mall in this new normal with all safety protocols being followed rigorously and give them an opportunity to experience the rich and high quality Italian craftsmanship by Carpisa. DLF Mall of India promises to be bring alive the new trends in style through an aesthetic portrayal for our new age Indian consumers who have a global outlook and admire fashion in their everyday life," said Pushpa Bector, Executive Director, DLF Retail.





MALLS NOW HAVE AN **ADDED RESPONSIBILITY** – OF MAKING SURE THAT ALL IS WELL

Shopping Centre News speaks mall owners and developers to find out the measures they have put in place for the wellbeing of their patrons and staff...

By Zainab S Kazi

To each his own', is definitely not an adage that shopping centres would agree to abide by given the current circumstances. In fact, of all the entities, shopping centres today are perhaps at the epitome of setting examples on how best safety measures can and should be put in place to deal with the ongoing pandemic. And it's not just having to ensure the wellbeing of the customers walking in. The onus of making sure the inhouse staff and the retail partners are all well, all rests with shopping centres.

Ensuring Employee Well-Being

From having a thorough screening to check on the body temperature

to sharing timely videos related to preventive measures on reaching home and while at the mall, shopping centres across are doing their best to help their employees and their families feel safe while at work. Sharing the action plan put in place for the wellbeing of the in-house staff at Oberoi Mall, **Anuj Arora, General Manager, Oberoi Mall** shares, "All the support staff (in-house and retail) are allowed entry from a dedicated entrance only where their temperatures are scanned, and their hands and belongings sanitized prior to their entrance to the premises. All store staff are encouraged to track the temperatures of their employees every day and similar practice is followed for in-house staff by

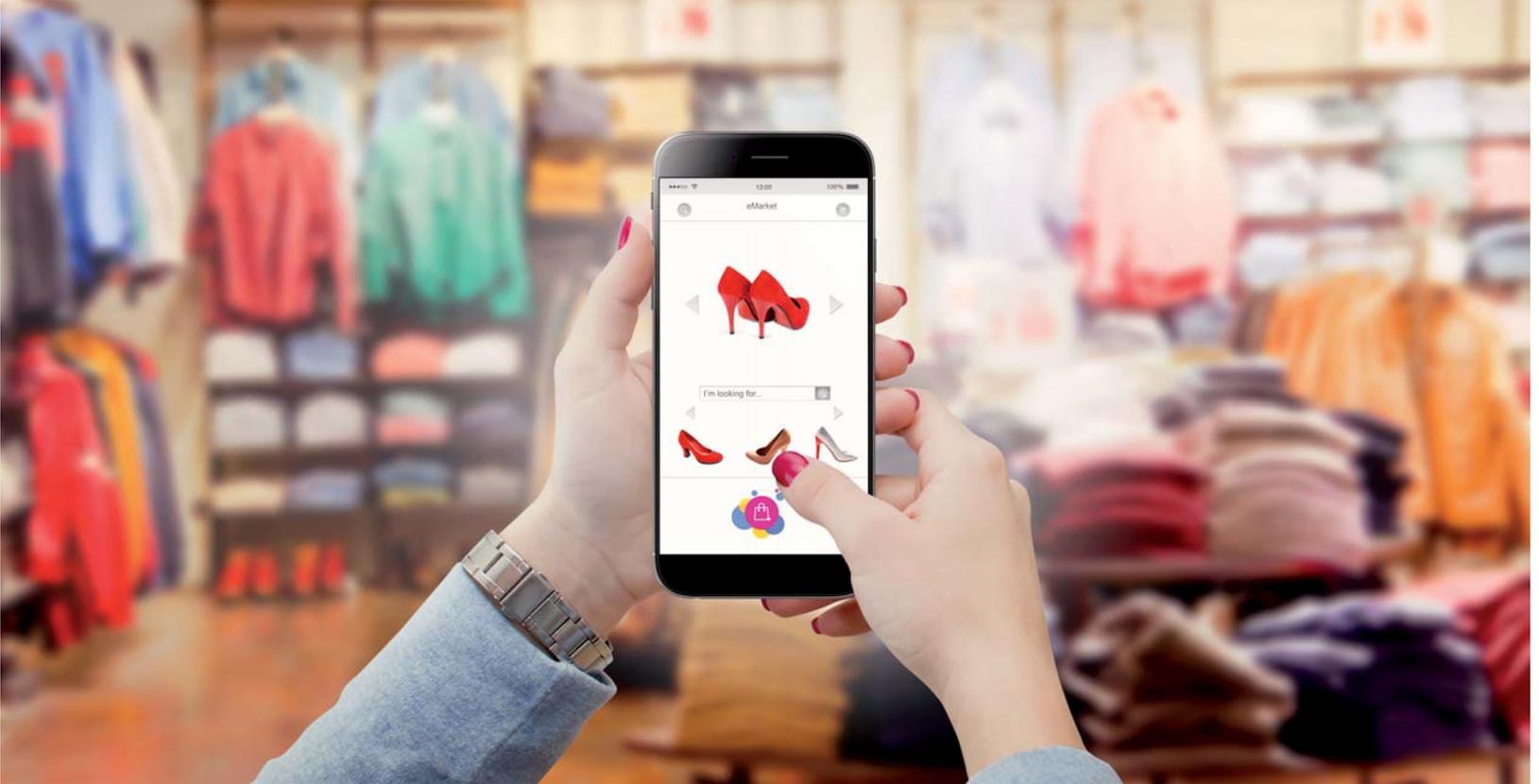
us. In addition, all our staff and security, who have to be in direct contact with the patron, wear face shields and gloves in addition to masks for their and our patron's enhanced safety."

Arora emphasizes on the wellbeing on the mall staff adding, "We remain fully cognizant at all times that its equally important to focus on the safety and security of our in-house and retail staff as it is for our patrons. Regular tests and health check-ups are conducted by municipal authorities and retailers to ensure early detection of COVID, if any. Employees are encouraged to minimize their movement outside the Mall premises and are also encouraged to maintain social distancing at all times. As for the parking facility,

we have introduced a simple yet effective scan and pay facility at our parking to avoid exchange of cash."

He further adds, "We have also implemented a new contactless way of ordering and paying for orders across our food outlets and restaurants via patron's mobile. They need to simply scan a QR code and select from the host of choices available to them in an easy to understand and engaging interface and conclude their transaction over their What's App account."

On making it convenient for business to run smoothly with their retail partners without having to engage in one-on-one communication in person between the brands and the



SHOPPING CENTRES IN SMALLER TOWNS LEVERAGE DIGITAL TO STAY AHEAD

Mall developers and experts agree that smaller shopping centres in Tier II and beyond have better recovery rates in comparison to those in urban areas. In an attempt to understand and dissect these opportunities, PRC hosted a session called 'Emerging Opportunities in Emerging Markets' to know what's working in Tier II and beyond, making these markets the next big thing...

By Shopping Centre News Bureau

Since re-opening post lockdown, over the last four months, the retail industry has been witnessing a series of new trends. Apart from the essentials, there were certain categories which picked up sales as soon markets re-opened, but a major chunk took time to pick up pace. This sudden change in consumer behavior also opened new roads of opportunity to new markets apart from those in Tier I cities.

Mall developers and experts agree that smaller shopping centres in Tier II and beyond have better recovery rates in comparison to those in urban

areas. In an attempt to understand and dissect these opportunities, PRC hosted a session called '*Emerging Opportunities in Emerging Markets*' to know what's working in Tier II and beyond, making these markets the next big thing. The key points of the discussion included:

- Emerging Opportunities in non-metro, Tier II & III and rural cities
- Digital impact in these areas
- Transformation driven by shopping malls
- Change in the organisational structure

The session was moderated by **Shrirang Sarda**, CEO &

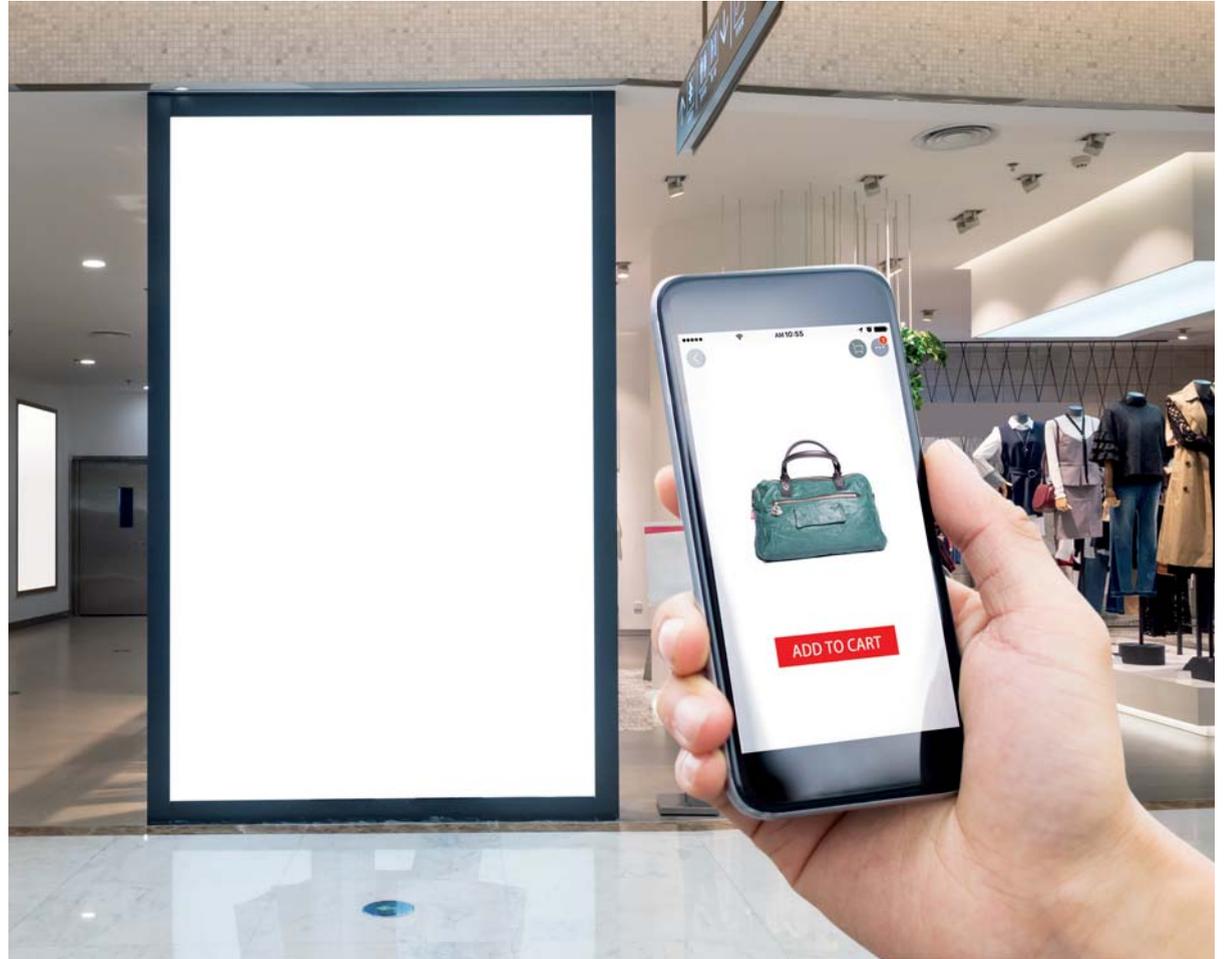
Managing Partner, Sarda Group. The panel included experts from both retail and shopping mall industry. The other members included:

- **Darpan Kapoor**, Chairman, Kapsons
- **JP Shukla**, Co-Founder & CEO, 1-India Family Mart
- **Kirit Maganlal**, Founder & CEO, Magsons Group, Goa
- **Gopalakrishna Machani**, Jt. MD, MG Brothers (Felicity Mall), Nellore
- **Uddhav Poddar**, MD & Group CEO, Urban Square
- **Umang Mittal**, Executive Director, PRM Real Estate Private Limited

The Emergence of New Markets

Talking about how mall developers see these emerging markets as new opportunities, **Kirit Maganlal**, Founder & CEO, Magsons Group, Goa said, "The thing which we look for in these markets is how different they are from the Tier I markets. The ground dynamics in both these places are extremely different. Tier I is a far more organised retail format which is an accepted norm, whereas Tier III cities – due to aggressive competition from local kiranas and mom-and-pop stores – involves a tectonic shift in mind. Of course the world is changing,

C OVID-19 so far has turned out to be one of the biggest setbacks for the retail and shopping industries around the globe. With lockdowns imposed in every country for more than 50 days, the industry had almost neared a state of total collapse without any idea of what the future had in store. The uncertainty of the lockdown and pandemic resulted in brands and shopping mall developers trying every possible way out to get back to normalcy as soon as economic activity began. The most common approach to tackle the aftermath of the pandemic, which was adopted by nearly every player in the field, was technology and digitization.



DIGITAL REVOLUTION: SHOPPING CENTRES GET A TECHNOLOGICAL MAKEOVER POST COVID

Industry captains discussed how technology can be a boon for the shopping centre industry, if used correctly, adding richness to real life experiences, while providing convenience to consumers...

By Shopping Centre News Bureau

In an attempt to understand the preparations, objectives and parameters of shopping centre businesses in order to thrive in the current pandemic situation and also looking forward to new opportunities and approaches to sail through the phase, the Phygital Retail Convention (PRC) hosted a session titled, **'How Shopping Centres Can Catalyse Digital Transformation'**. Experts from the shopping centre industry discussed how technology can be a boon for malls, if used correctly, adding richness to real

life experiences, while providing convenience to consumers. The highlight of the discussion was how malls can 'leverage mobile apps to give more power to the digitally driven customers. Creating more personalised shopping mall experiences will ensure that the consumers will be visiting the mall again and again. The session was moderated by **Pushpa Bector**, Executive Director, DLF Retail. The panellists included: **Mukesh Kumar**, CEO, Infiniti Malls

- **Najeeb Kunil**, CEO, PPZ
- **Pramod Dwivedi**, President Real Estate Division, Ambuja Neotia Group
- **Rajendra Kalkar**, President - West, The Phoenix Mills

Shift Towards the 'New Normal'

Rating and addressing challenges and opportunities which malls have had to face in this new era of retail, **Rajendra Kalkar**, President - West, The Phoenix





NEW BUSINESS MODEL, INNOVATION, CAMPAIGNS, CROWD MANAGEMENT REINVENTED VIVIANA'S REVIVAL POST-LOCKDOWN

Profiles, behaviour and needs of consumers have undergone a sea change, macroeconomic situation is vastly different, work-from-home and other factors have led to large-scale migration of workers, policies are evolving to meet the current needs, and much more – all this with an undercurrent of uncertainty.

By Rima Kirtikar, Chief Marketing Officer, Viviana Mall

The COVID-19 outbreak caused major disruption as the country went into a sudden lockdown on March 25th to contain and prepare for the pandemic, bringing most business activity to a grinding halt. Public places including malls and shopping centres were shut, which impacted the industry significantly.

Since June, the economy has been reopening gradually but the business environment across sectors has been altered drastically and irrevocably. Profiles, behaviour and needs of consumers have undergone a sea change, macroeconomic situation is vastly different, work-from-home and other factors have led to large-scale migration of workers,

policies are evolving to meet the current needs, and much more – all this with an undercurrent of uncertainty.

And keeping up with this shift, Viviana Mall has been reworking its business model – coming up with strategies to provide a safe and convenient shopping environment while staying competitive and relevant to its

patrons even during the times of pandemic.

For Viviana Mall, the safety of its patrons, staff and retail partners comes foremost. The mall believes it is important to not only comply with the standard operating procedures drafted by the Shopping Centres Association of India, but also take additional measures in its capacity to ensure highest possible standards of safety and convenience to all.

Communication is the Key

A step in this direction was a survey that Viviana Mall undertook during lockdown to interact with the consumers and understand their sentiments

Shopping Malls Gear Up To Celebrate Christmas & New Year With COVID Guidelines

Growel's 101 Mall Celebrates #WhiteChristmas of Hope and Joy

Celebrating the spirit of Christmas, Growel's 101 Mall brings to its little customers a magical joyride to the North Pole on the Polar Express toy train at Station Growel's 101. Dressed up in the magical aurora of the Northern skies, the polar express is all set for a fun and frolic end to the year 2020 at the mall.

Ushering in the celebrations is the entrance of the mall lit up in colourful hues of the surreal Northern skies. The center piece of the magnificent décor inside the mall is a giant snow-covered Mountain cum Christmas Tree that is also the starting point of the magical 'Polar Express' toy train to take little customers for a joyride around the mall.

Besides, there are fun stations like the 'Boomerang Hut' for taking fun pictures for social media posting, Letter box to post a letter to Santa and a chance to meet him, the 'Santa Hut' with goodies and chocolates, much more.

Speaking about the festivities, **Sachin Dhanawade, Chief Operating Officer (COO) Retail & Real Estate, Grauer & Weil (India) Limited**, said, *"Interactive décor is what attracts the new age customers as they are looking at sharing glimpses of their lives online and looking for more than just a shopping spree at malls. After an emotionally drained year, perhaps the mesmerising décor will bring in some excitement and hope for the next year. Given the pandemic situation, safety of our customer is our primary objective and all activities that are planned will be done keeping safety and social distancing in mind."*

The festivities at the mall started mid-December with an array of fun activities starting with the Hamleys Teddy parade on December 13th. DIY workshops at the mall to engage both children and adults include 'Paper Hat Making', 'Head Gear making', a coffee making session with Starbucks on Dec 24th, Clown Cup making on Dec 26th,

Dessert making session by Pop Tate's on Jan 2nd, and Mocktail making session by Barbeque Nation on Jan 3rd, among others.

On shopping for ₹5,000 at Growel's 101, little



customers will get a free invitation for a fun filled party with Santa and its Elves, along with Clowns, jugglers and Stilt Walkers, on the morning of Christmas day (Dec 25th).

And that's not all, on shopping as less as ₹2021 at Growel's 101 between Dec 13, 2020 and January 3, 2021, customers can win the Grand prize of a Royal Enfield Motorcycle as the first prize; a Family's Day Out as the second prize, which includes Breakfast at Starbucks, Movies at PVR, Lunch at Pop Tate's or Dinner at Barbeque Nation, Massage therapy at The Elements Spa, and Dinner at Barbeque Nation. The third prize winners will get assorted Gift Vouchers of INR 15,000/-. Furthermore, there are 3 weekly prizes offering makeovers at Enrich Salon, meals at Pop Tate's and Barbeque Nation, and movie tickets for PVR Cinema at the mall.

Growel's 101 mall has been at the forefront of implementing rigorous safety measures ensuring that the mall is 100 percent safe for both - staff and customers. Among the various safety measure

taken at the mall all contact points have been made contactless like sensor based parking tickets dispenser, elevators buttons, washrooms taps & soap dispensers, and potable water spouts are

also sensor based and contactless. Contactless billing and ordering by Zoop application in the Food Court has been facilitated. A close check is kept to limit customer entries to maintain social distancing with 'Social Distancing Officers' and 'special staff force' deployed throughout the mall to assist customers. For emergencies there are isolation rooms, Ambulance and Doctor on call service, and formally trained First Aid Certified front line staff members available at all time.

- Interactive décor for capturing fun moments at the mall
- Offers a chance to take home the Royal Enfield Motorcycle, on a small spend of ₹2021/-
- Christmas Party with Santa on Dec 25th for children on shopping of ₹5000/-
- Polar Express Toy Train ride for children on a small spend of ₹2021/-

City Hopes Again @ Select CITYWALK

The warmth & goodness of Christmas is all around as the North Pole spreads good vibes and cheer across the world. Christmas magic comes to Select CITYWALK, Delhi's most admired shopping centre as the shopping centre rings in Christmas and New Year with their new campaign #CityHopesAgain promoting the flow of good energy and joy in the world as we look forward to not just the traditional spirit of Christmas but

also for the magic of positivity and healing for the coming year with gratitude in our hearts.

Christmas at Select CITYWALK has always been special and this year is no different. Spend time with your loved ones and transport yourself into the world full of magical crystals bringing an extra special sparkle this year. Walk under the sparkling tunnels embellished with tiny crystal Christmas motifs and shiny crystal bells all around

the shopping centre. Santa's sleigh is not only laden with gifts, this year but is artfully designed in sparkling crystals, even as his reindeer get a crystallized makeover at the parking entrance. The façade lights up with bright floral wreaths composed of tiny glowing crystals assembled like Christmas trees. Side alleys and walkways inside the shopping centre are adorned with snowflakes and stars made from hundreds of tiny crystals. All

EVENTS

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...

Pacific Malls Organises Wildlife Awareness Campaign For Nature For US in Association With WWF India

Pacific D21 and Tagore Garden malls hosted a wildlife awareness campaign, 'For Nature for US', in association with World Wild Fund for Nature (WWF) - India. The campaign was a full day awareness activity in both the malls from 27th November 2020 to 07th December, 2020. The aim of this activity was to connect with people and provide them the opportunity to contribute their part towards nature conservation, by spreading awareness about complex aspects of wildlife and nature conservation. The volunteers highlighted the need to protect wildlife for a sustainable, healthier and resilient planet.

A Panda kiosk by WWF India team at Pacific Mall in Dwarka (27th Nov-1st Dec) & Tagore Garden (3rd-7th Dec) was put up with brave Fundraising Pandas to motivate visitors for building a resilient, sustainable and healthy planet. It was a full day event and visitors at Pacific Mall were required to fill up an online survey form to have a deeper understanding about Wildlife and pandemics. Keeping all safety precautions in mind, public outreach activities organized helped the WWF team reach closer to the goal of letting nature and well-being thrive together.

Elaborating on the importance of



awareness campaigns such as 'For Nature for US' and the pivotal role public spaces such as malls can play in this, Abhishek Bansal, Executive Director, Pacific Malls, said, "We are glad to be associated with WWF for such a noble cause, pandemic has become a global concern and continue to take innocent lives on daily basis. The awareness campaign is our small efforts towards helping nature heals and prepare individuals towards reducing the chances of occurrences of such diseases in future."

Inorbit Malad And Vashi Get Ready For Christmas!

Christmas celebrations at malls have always been special. It is that time of the year when malls get decked up to woo its customers with its spell bounding décor. This year Inorbit is taking efforts to break the monotony post Pandemic to create a safe and superior shopping experience. Preparations are in full swing at Inorbit Malad and Vashi to put together a spectacular ambience of the festive season. In sync with the ideology of offering a grand shopping experience, Inorbit is putting together some unconventional décor. We give you a sneak peek into what's in store for the season.

A never seen in India experience awaits you at Inorbit Malad this year. The mall is working on a unique drive through concept keeping in sync with socially safe protocols, where in the attraction – "Winter Magic at Inorbit, A drive through Christmas Lights experience" illuminates the complete mall driveway with over thousands of lights synchronized to holiday music. While you drive through this, you can experience over 20+ unique lights attraction with movement covering



STATE-OF-THE-ART SHOPPING MALLS ARE REDEFINING RETAIL IN RAJASTHAN



Currently, there are as many as 18 operational malls across various cities in Rajasthan, and two more are in the planning stage. Of the 18 operational malls in the state, 9 are in Jaipur, 3 in Udaipur and 2 each in Ajmer, Kota and Jodhpur. The cities with the two upcoming new malls are Udaipur and Kota, which will be spread over a total 4.1 lakh sq. ft. area combined...

By Shopping Centre News Bureau

Rajasthan is fast emerging as 'the' new retail destination of the new decade and much of the credit for this goes to a plethora of modern shopping malls which are coming up in the region. The state, which is popular for its traditional markets and historical forts, is attracting major real estate investors in its Tier II & III cities. Jaipur has the maximum number of shopping malls in Rajasthan.

As shopping malls are a much more organised retail format than high streets and local markets,

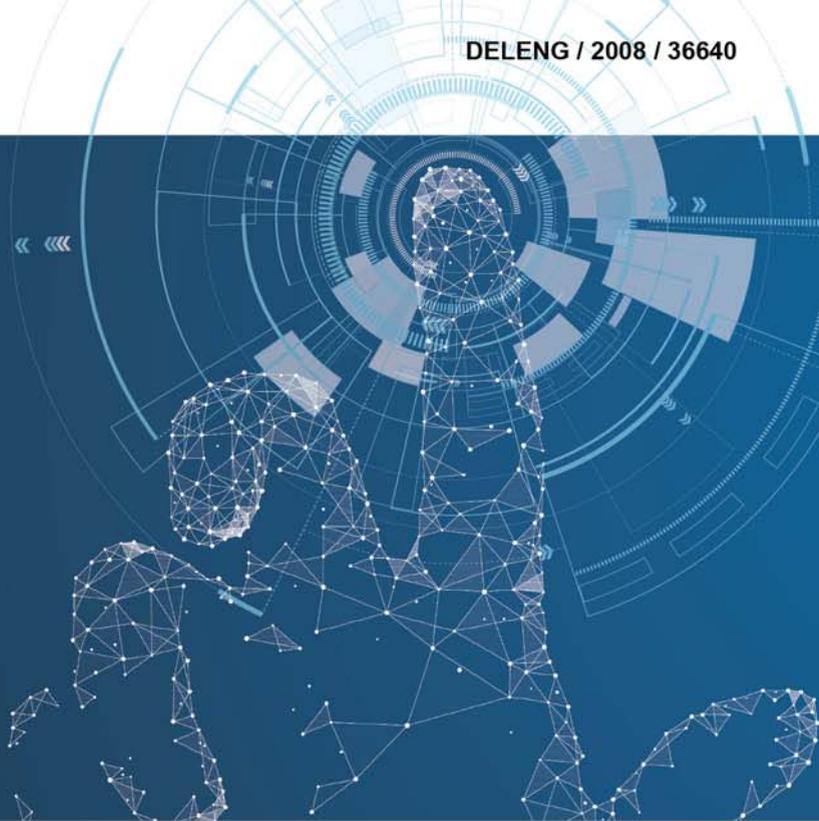
people, especially the youth and the office going crowd, are huge fans of the mall culture. In Rajasthan, as in many other Tier II and III states and cities, malls have become the entry point for most foreign brands which is becoming a trend in the tier II & III cities. The fact that there are many upscale brands, restaurants, and gaming zones available in malls is also a real crowd puller, attracting families in huge numbers. They have become preferred locations frequented by tourists and foreigners.

As per an **ANAROCK research**, there are as many as 18 operational malls across various cities in Rajasthan presently while another two are under planning stage. Of the 18 operational malls in the state, 9 are in Jaipur, 3 in Udaipur and 2 each in Ajmer, Kota and Jodhpur. The cities with the two upcoming new malls are Udaipur and Kota, which will be spread over a total 4.1 lakh sq. ft. area combined.

As per a **JLL study**, the state has huge potential for retailers to invest in real estate. Factors

like absence of property tax, low stamp duty, low establishment cost, presence of international airport at Jaipur and major tourist traffic; make Rajasthan an attractive investment hotspot. Retail real estate in Rajasthan consists of organised high streets, local markets and shopping malls. High streets are predominant in Rajasthan specialising in local handicrafts and textiles. Branded stores have also made their presence felt in high streets of Jaipur like MI Road and C-Scheme. Brands like

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Case Study Partner



Session Partner



Participants



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