

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#89



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Yet Another Test of Resilience Begins

After witnessing a historic turnaround in the last five months in terms of business and revenue, it is disheartening to see the shopping centre industry back to similar circumstances in a matter of a few weeks. February and March saw almost every mall reaching a business level of 80 percent and was looking towards the recovery after facing losses worth of crores in 2020. The pandemic fear is back as there is a huge increase in the number of active cases and the shopping malls and non essential retail outlets are shut once again.

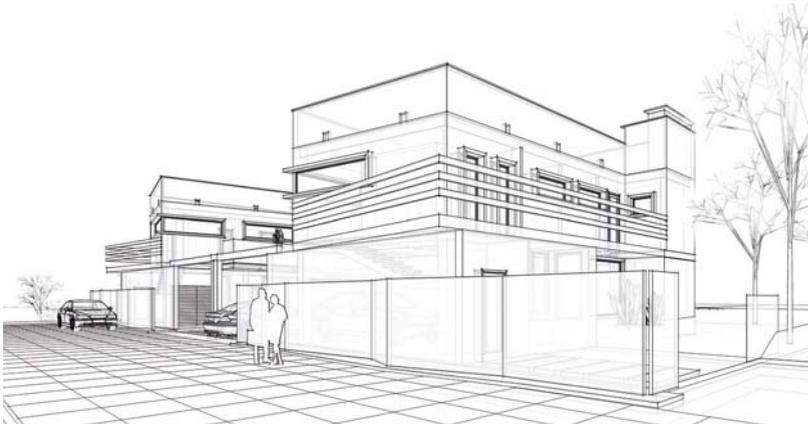
The State Governments have imposed 15 days lockdown and weekend curfews in most of the Tier I cities, with Delhi, Mumbai, Bengaluru feeling the maximum heat. In this adverse situation, when things are totally out of hand, various retail organisations

along with SCAI and RAI and mall developers are looking forward towards the Government for support, to keep the infrastructure of the business running.

Shopping centres are the premium model of organised retail and in these eight months, the industry has been the only sector that has followed all the COVID regulations and guidelines in a most planned manner. The malls have invested huge amounts of capital in adopting all the necessary measures and they continue to adapt new models to keep the hygiene and safety tempo high. However, despite this, shopping malls are the ones who always have to be the first thing to be shut down, in order to contain the spread of the virus. This approach should change.

The cover story of April 2021, brings to our astute readers, the ground reality from the mall developers prospects, discussing the key aspects of the 2021 lockdown. Are the malls prepared for the lockdown, how will they deal with the rental and other mandatory charges challenges, what impact will it have on the upcoming malls and with what approach mall developers will take things forward in coming months.

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



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Images Multimedia Pvt. Ltd.

(CIN: - U22122DL2003PTC120097)

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Printed & published by SP Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Modest Print Pack (P) Ltd. C-52, D.D.A. Shed Okhla Industrial Area Phase -1, New Delhi 110 020 and published by SP Taneja from S- 61A Okhla Industrial Area Phase - 2, New Delhi. 110 020 Editor : Amitabh Taneja

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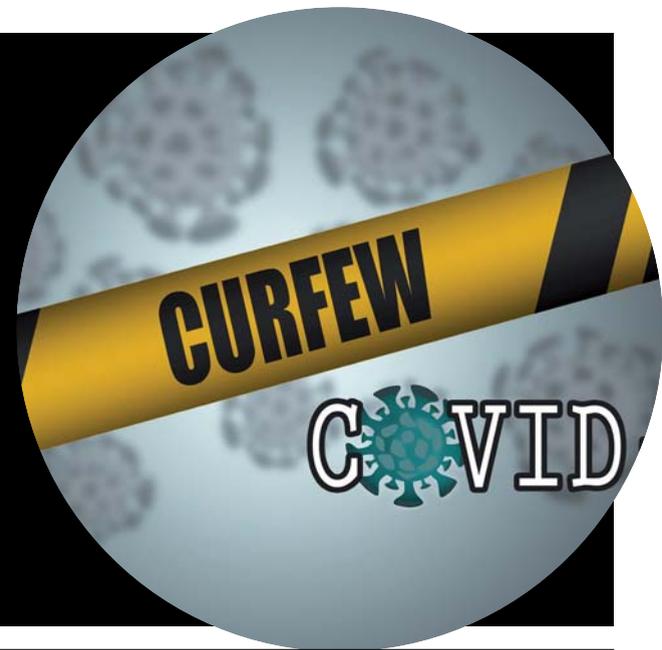
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Shopping Malls Feel the Heat as Government Impose Curfew to Contain the Upsurge in Corona Cases

New restrictions, notifications and guidelines bring testing time for the shopping mall developers, as the Government imposes weekend curfew and mini lockdowns in various cities...

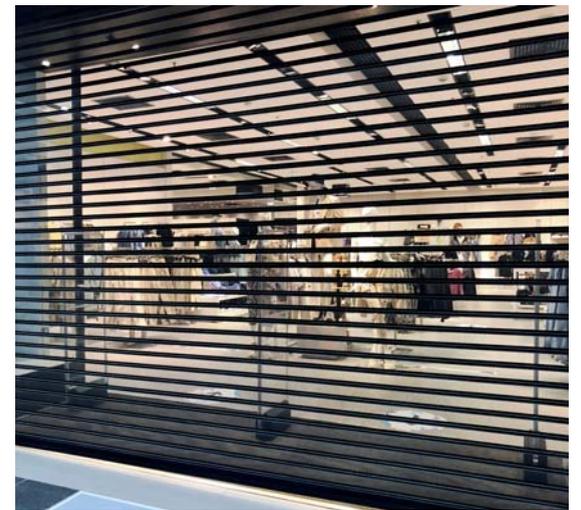
By Shopping Centre News Bureau



Delhi Government Impose Lockdown, Shopping Malls to Remain Shut till April 30

In view of the alarming spread of COVID-19 in India, Delhi Chief Minister Arvind Kejriwal announced a six days lockdown, with shutting down malls, gyms and spas with immediate effect for the time being. Addressing the media, Chief Minister Arvind Kejriwal said that shopping malls, gyms, spas and auditoriums will remain closed till April 30. Meanwhile, cinema halls will be allowed to operate at 30 percent capacity in view of the pandemic. He further announced that restaurants will not be allowed to provide dine-in service and only home delivery of food will be allowed during the new curbs.

“During the week, people have to step out to earn their livelihood. But over the weekend, people go out for entertainment and other activities that can be curtailed,” Kejriwal said, even as the National Capital reported over 16,000 cases on April 15. On the Delhi government’s decision to shut malls for now, Abhishek Bansal, Executive Director, Pacific Group said, “We welcome the step taken by the authorities to contain the upsurge in Corona cases. In these times of crises, we have to stand with each other, which will minimise the negative impact. However, we would request the authorities to help the retailers and mall owners with some measures to support the tenants. As all of us have gone through last years’ experience, we hope that authorities will come out with a solution that can help the economic growth cycle.”



Junction Mall Turns 11

Junction Mall, a joint venture of Primarc and Shracchi, popularly known as the “Retail destination of South Bengal”, celebrated its turning to 11year anniversary with gala events, surprises and declaration of upcoming plans for their associates. On this occasion they declared their consecutive win of title “The Most Admired Shopping Centre East (Non-Metro) 2020” and launch of various other services. On this occasion they also declared their achievement of certification “IRF Trusted Mark Standard (TRUST 152)” which is another gem in their crown.

Marking this occasion, Junction Mall launched new services such as Junction Mall Mobile App for all visitors which will help them keeping all updates related to JunctionMall. Waste Management System as a responsibility towards the society and environment. Baby Feeding room for customer convenience etc.

Commenting on this occasion, Arijit Chatterjee, COO, Junction Mall, said, “We are delighted to be completing our ten glorious years and celebrating entry to the 11th Year with our dear associates including retailers, customers, vendors, service providers and



media friends. It is a very proud moment for all of us and would like to thank all for being part of this exciting journey. With the objective of offering an

unparalleled experience to our customers – internal and external, we are trying our best to develop and upgrade ourselves day by day.”

adidas Originals Launches First company-owned EBO in Ambience Mall, Gurugram

adidas Originals, the pioneering sportswear brand for the streets, announces the launch of its first company-owned Originals store in Gurugram's fashion hub – the Ambience Mall over an exciting launch week. The brand has always strived to elevate product experience and create ground-breaking, immersive moments for consumers and key street style enthusiasts. In keeping with the brand's key focus to offer innovation, consumer centricity and brand familiarization in the street style space, the new adidas Originals store launch at Ambience Mall witnessed unmatched hype and enthusiasm as excited consumers visited the new hood to shop the latest drops from their favourite brand.

An array of activities and special launch offers that spread over a week to ensure everyone got a fair chance while maintaining all rules of social distancing, got the customers excited to visit the store. To kick-start the opening, every customer shopping at the store till 1st April 2021 got the chance to participate in a raffle and win exciting merchandise. Additionally, the long weekend from 2nd to 4th April 2021 weekend also witnessed the celebration of the launch of the iconic Stan Smith sneaker in its sustainable avatar, dropping in the coolest Disney & Marvel characters on the shoe who led the brand's eco-conscious narrative. The new store got every Originals'



fan, fashion lover, shopper and consumer at the mall kicked up as they shopped the latest collection in full glory.

The city's metropolitan vibe is artistically captured by an intricate art piece that incorporates the interesting union of Gurugram's modern skyline fused with a vibrant neon logo, making it the most Instagram-able corner at the store. The store also features a line drawn map of the Gurugram city adding a touch of local flavor.

To strengthen the brand's commitment to #EndPlasticUse, adidas Originals is encouraging each customer walking into the new store to shred a plastic bottle and get an exclusive QR Code which to scan and avail exciting rewards.

Spread over 3,573 sq. ft., the new adidas Originals store is set to be the one-stop destination for sneakerheads, street style enthusiasts, fashion forward millennials and Gen-Z. The store gives each streetwear fan the access to the brand's most exclusive drops, coolest collaborations like the Yeezy, exclusive collaborations with Sean Wotherspoon, Pharrell Williams, Beyonce, Disney and more global creators, along with crowd-favourite classics turned sustainable Stan Smiths, along many more innovative product stories.

With the launch of this new exclusive adidas Originals store in India's millennium city, the brand aims to further propel the sneaker culture and street style fashion game in the National Capital Region to an all new level.

Pacific Mall, Delhi Brings Full Power Food with Dhansoo Café

Pacific Mall, Tagore Garden, brings another reason for the millennial to rejoice in the company of good food, and lovely music at the newly launched Dhansoo Cafe. Dhansoo cafe represents a multi-faceted expression from a vibrant and colorful place, to the coolest café for social meet-ups, to everyone's favorite bar or a charming dining restaurant. It has the perfect setting, or a personal space, where people can be excited, jittery & awesome. Commenting on the launch, Mr. Vikrant Batra, Founder, Dhansoo Cafe said, "Dhansoo will give a happy, unmute, and eccentric vibe to the guests. We are known to be the most trustworthy restaurateurs & the promoters of living life at large and we are all set to take our guests on a Dhansoo journey, where everything is utterly good."

With a crafted legacy, Chef Ashish Singh brings forth the best of menu's highlights, desserts like Tandoori New Zealand Lamb Chops, Koliwada Fried Bhetki, Kathal Gilawat, Norwegian Salmon Pollichathu, Churri with Kalakand, Sindhi Dal Pakwan, and drinks like Mettre Coffee, Kala Jaadu, Dhansoo Sip, Tiger's Drink and many more. **Abhishek Bansal, Executive Director, Pacific Group** extending his best wishes to Dhansoo Cafe said, "We welcome the family of Dhansoo cafe, in our mall premises. Pacific Mall has always been known for being the favorite entertainment destination for Delhites. Adding such unique restaurants in our mall will help us present our patrons with the best of dining experiences."



NEED FOR STRICT SURVEILLANCE, NOT LOCKDOWNS: SHOPPING CENTRE HEADS

Shopping centre developers believe malls are being unfairly targeted by Governments in the cause of containing the spread of COVID-19 in India. Hundreds of — less equipped and unorganised — shops on high streets (providing essential or non-essential services) continue to operate, but shopping centres — where every single entry is monitored and strict safety protocols are followed — have had to contend with enforced shutdowns.

By Sandeep Kumar

COVID-19 LOCKDOWN

In a bizarre turnaround, when Indian retail real estate and retail sectors were on verge of recovery and normalcy with business back to 80-90 percent of pre-pandemic levels, a devastating second wave of the pandemic has brought back the horrors of shutdowns, curfews and lockdowns. Delhi and Maharashtra have already ordered shutdowns of malls, FEC and cinemas until April 30 and with cases soaring pan-India, other state governments are expected to follow suit. The so-called mini lockdown will turn out to be another bloodbath for the industry, which is yet to recover from 2020's damages.

Happening Now

Shopping centres, despite being the supreme format of modern retail, still always have to face the first

consequence whenever there is a rise in the COVID cases.

Elaborating the current situation of the shopping malls, that are facing the situation of lockdown/ weekend curfew, **Gurvineet Singh, Chief Executive Officer, Viviana Mall** explains, "Firstly I would want to say that malls are amongst the safest places for shopping because their environments are controlled. Not only Viviana, but all 'A' grade malls pan-India have strictly adhered to the COVID protocols. Every mall monitors every single entry in their premises, by checking the temperature of the individual. No one is allowed to enter the mall mask-less. Movements of every individual are strictly monitored by the mall management — to ensure that he/ she is carefully observing the social distancing guidelines and other norms. Contactless sanitizers

are provided at numerous points inside all malls.

At Viviana, there are at least 500 signages flashing "Wear your Mask", and there are more than 300 touch points for sanitizers. Security guards have been deployed in all common corridors holding "Wear your Mask" placards. This environment is in sharp contrast to the unmonitored, uncontrolled traffic on high streets and in local markets.

"The situation for us is very worrying; in comparison to malls in other states, we were the last to open," Singh adds. "Malls in rest of India began operations from June, while those in Maharashtra got the green light to open in September. The gap for us was five months. And in this period, we had no choice but to completely waive off the rentals for all tenants. We also

had to provide packages of rent relief for months after the opening to support our retail partners."

Compounding the stresses, on the expenditure side, Viviana did not get any interest waivers, had to pay property tax and also had to pay for HR overheads, Singh points out. "We have approximately 3500 people working, including retail and the mall management staff. We simply do not have the capacity to bear another lockdown," he asserts.

SCAI, RAI, MAI and all other associations are in touch with the government to push through the fact that malls are safe places and it has taken a herculean effort for the industry to be back on its feet. "The first month after opening we were operating at a 50 percent recovery, and through immense efforts, we were able to touch 80 percent by February



ORGANISED RETAIL AND REAL ESTATE MAKES KARNATAKA A MAJOR HUB FOR RETAIL FASHION

Karnataka presently has close to 50 operational malls across the top cities and Tier II & III cities, as per ANAROCK Research. Bengaluru alone has nearly 36 operational malls – the same number as that in entire MMR. Interestingly, Tier II & III cities including Mysore and Hubli have also seen decent retail growth. Both cities currently have five operational malls each.

By Anuj Kejriwal, CEO & MD – ANAROCK Retail

South India has long been considered a pioneering base for organised retail in India. In fact, the state of Karnataka has been at the forefront of a retail transformation with several firsts to its credit – Bengaluru was home to the largest kids toy store of the country (Big Kids Kemp) way back since 1990 and it now houses one of the largest malls (Mantri Square Mall) of south India.

Among all cities in the state, Bengaluru undoubtedly has been one of the most active retail markets. The booming IT industry and subsequent influx of a large migrant population over the last two decades had an unprecedented impact on the city's residential real estate. Inevitably, it led to immense growth of the retail sector. To its advantage, the city's diverse consumer mix provides great insights

into consumer behaviour in the retail fashion industry. That's why the city is a major hub for retail fashion with most international and national brands making their way here.

In terms of organised retail, Karnataka presently has close to 50 operational malls across the top cities and Tier II & III cities, as per ANAROCK Research. Bengaluru alone has nearly 36 operational malls – the same number as that in entire MMR. Interestingly, Tier II & III cities including Mysore and Hubli have also seen decent retail growth. Both cities currently have five operational malls each.

Going forward, data indicates that as many as six new malls spanning 2.5 mn sq. ft. area are likely to come up in Karnataka by the end of 2021. Five of these will be located in Bengaluru while one in Mysore.



Capu (Cape Parrot)



Crimson Bellied Conure



Rui (Umbrella Cockatoo)



Simba (Triton Cockatoo)



Motu (Blue Fronted Amazon) & Chotu (Blue Crown Conure)

SQUEAKY GOSSIPS FROM THE CHIRPIEST PARK 'ESSELWORLD BIRD PARK'

How much do you know about the Celebirdies-celebrity+ birds of India's first Interactive Bird Park?

By Shopping Centre News Bureau

We all love reading about gossip from the entertainment industry, may it be from Bollywood or Hollywood. We always want to know what our favourite actors or actresses are upto. But do you know anything about the Celebrity+Birdies aka **Celebirdies** of EsselWorld Bird Park? Here's all you need to know about the exotic birds of your beloved park that are no less than the celebrities!

MOTU AND CHOTU: The literal 'chaddi buddies' of EsselWorld Bird Park! The duo is inseparable and their friendship is adorable. **Motu is a Blue fronted Amazon** while **Chotu is a Blue crown Conure** and it is indeed a rare sight to see a bond of friendship so strong between two different species of birds. They are always sighted together eating, playing and sleeping together.

SIMBA: Meet the most notorious Bird of the Park, Simba! He is a **Triton Cockatoo** and hence he is always upto some mischief. The next time you visit EsselWorld Bird Park and see a few ropes pulled off the railings, then you need not make any more guesses, it is him! He loves attention, so while you'd attend the presentations by the Bird Friends at the Park, he will always try to steal away the show and never let the Bird Handlers conduct the presentations. By the way, he is also dating a Ducorp Cockatoo. The two can always be seen together and they also have been mating.

BELLA: The Blue Fronted Amazon Bella is the cutest, the bubbliest and the most talented Celebirdy of EsselWorld Bird Park. The next time you are at the Park, ask your Bird Friend to meet her, because she will greet you with a 'Hello!' Not only that, she also mimics the chickens 'cluck cluck'.

RUI: As white as her name is, Rui an Umbrella Cockatoo, is a new member at EsselWorld Bird Park and is the friendliest bird out of all. She only loves 'humans'! So once you are at the Park, she will surely be available for some #papparazi.

CAPU: Capu also became a part of the EsselWorld Bird Park family lately. This cute little birdie is a Cape Parrot and was one of the most aggressive one when it entered the Park. But as the time passed Capu dwelled in and mellowed down. It is now one of the quietest birdies and is a 'good boy'.

SILVER PHEASANT: Currently one of the Silver Pheasants at the Park is incubating, meaning she has laid eggs and is protecting them. Interestingly, Silver Pheasants are very protective about their eggs and will never leave their nest. They starve for days without eating and

drinking anything. The Bird Friends also turn their enemies if they even dare to come any closer to her, she is all ready to fight! Therefore, she is being given all the 'space' she needs, physically and mentally.

HELMETED GUINEAFOWL: These beautiful terrestrial birds are often regarded as the security alarm system. They make loud harsh calls when disturbed and are prone to run rather than fly when alarmed. The Park currently has 3 Helmeted Guineafowl who have laid about 33 eggs together at one place only.

MOSCOVY DUCK: The Moscovy Duck family is growing! They just had 13 cute little babies. They are still new to the world and are always close to their mommy.

PARAKEET MONKS: Have you ever seen or heard anything about the nests of Parakeet Monks? No? Then head to EsselWorld Bird Park and witness nests the size of a two-wheeler! Yes you read that right! The monk parakeet is the only parrot that builds a stick nest, in a tree or on a man-made structure, rather than using a hole in a tree. It often breeds colonially, building a single large nest with separate entrances for each pair.

CRIMSON BELLIED CONURE: EsselWorld Bird Park also recently welcomed a pair of Crimson Bellied Conures as new members to the Park.

Hope these fun facts must have given you enough excitement to head to EsselWorld Bird Park and meet the Celebirdies up-close one on one! Meet them soon, EsselWorld Bird Park will reopen as soon as there will be some directions received from the Government. ●

DEFINING TRENDS FOR SHOPPING CENTRES OF THE FUTURE



Mall developers of today understand that the malls of yesterday will not work for the next generation, and therefore there is a need for them to evolve. Upcoming malls have the right opportunity to implement and inculcate new variants and models as per the evolving trends and shopping needs of the modern day consumer...

By Shopping Centre News Bureau

It is true that shopping malls are the ideal and possibly the best format of organised retail but despite that, the story is not the same for every mall. The onset of pandemic turned out to be an apocalypse for the Shopping Centre Industry. Aside from this, the sharp spike in growth of the e-commerce channel of shopping during COVID has accelerated the evolution of shopping malls as well as their appetite to try new technologies and innovations in the race for survival.

One thing that worked in favour of shopping malls in India was that despite the presence of multiple e-commerce giants in the country including Amazon, Flipkart etc., physical stores still contribute to 90 percent of retail sales. And even though malls are not going away, they are in desperate need of evolution.

The first malls surfaced half a century ago in India and a lot has changed between then and now. One thing is for sure, malls of yesterday will not work for the next generation, especially with the onset of COVID. Paradoxically, COVID has given upcoming malls the right opportunity to implement and inculcate new variants and models as per trends and shopping needs of the modern day consumer.

In an attempt to understand these new concepts as far as upcoming shopping malls are concerned, Phygital Retail Convention (PRC) by IMAGES Group, hosted a session titled, 'Defining Trends for the Shopping Malls of the Future'. The panel included experts from the industry.

The speakers included:

- **S Raghunandan**, President Commercial, Bhartiya City Developers
- **Nishank Joshi**, CMO, Nexus Malls (A Blackstone Company)
- **Atul Talwar**, Director – Business Development, Pacific Malls

COVID-19 has adversely impacted the Shopping Centre Industry but with malls opening up in all of India, and starting to function, there have been encouraging reports on sales and revenues picking up. However, there still many malls which are still struggling, and

KEY POINTS OF DISCUSSION

- **New Model of Leasing** - Same cookie cutter model of anchors & vanilla might not work for all locations and demographics.
- **Experience as a Way To Drive Footfalls** – Themed adventures, experiential fine dining, promenades, through design.
- **New Retail Mix** (increase percentage of unique F&B, wellness etc. (tenants)
- **Online to Offline** - Digitally native brands to come to store formats, thinning the line between online only or offline only brands.
- **Experiential Physical Stores** – Unique collections and product discoveries
- **Technology** – Aiding the customers journey at each point; all the way from home to store

will have to tackle the situation with a progressive approach. The question is how does the industry move ahead and therefore, it is very important to pass on the learning, defining trends and thoughts for the shopping mall of the future.



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...

Happiness @ Junction Turns 11

Junction Mall, a joint venture of Primarc and Shraci, popularly known as the "Retail destination of South Bengal", celebrated its turning to 11 year anniversary with gala events, surprises and declaration of upcoming plans for their associates. On this occasion they declared their consecutive win of title "The Most Admired Shopping Centre East (Non-Metro) 2020" and launch of various other services. On this occasion they also declared their achievement of certification "IRF Trusted Mark Standard (TRUST 152)" which is another gem in their crown.

Marking this occasion, Junction Mall launched new services such as Junction Mall Mobile App for all visitors which will help them keeping all updates related to Junction Mall. Waste Management System as a responsibility towards the society and environment. Baby Feeding room for customer convenience etc. As part of this celebrations, the mall will have 3-day cultural programs, live performances and many other fun filled rewarding activities.

Commenting on this occasion, Arijit Chatterjee, COO, Junction Mall, said, "We are delighted to be completing our ten glorious years and celebrating entry to 11th Year with our dear associates including

retailers, customers, vendors, service providers and media friends. It is a very proud moment for all of us and would like to thank all for being part of this exciting journey. With the objective of offering an unparalleled experience to our customers – internal and external, we are trying our best to develop and upgrade ourselves day by day.



Chatterjee further added, "To add to our effort to take Junction Mall to next level, we are going to be certified by IRF Trusted Mark Standard (TRUST 152) which will be an international level accreditation and we will be in the first set of malls

to achieve this certification. We are taking all possible measures as directed by MHA to fight and restrict spread of COVID-19. We have made it mandatory for all to use sanitiser and mask while entering to mall. Inside mall our team is continuously focusing on sanitization of all touch points. We are doing frequent mall sanitisation including retail stores



Junction Mall located right at the intersection of Durgapur's commercial centre and NH2. The mall has become a retail hallmark in South Bengal and Rank's no.1 on Tripadvisor's places to visit in Durgapur, West Bengal. The mall recognised not just as an exciting hangout zone in Durgapur, but also as the Best Shopping Mall across the districts of Bankura, Birbhum, Midnapur, Purulia and also from Dhanbad & Bokaro in the neighbouring state of Jharkhand. Junction Mall, Durgapur is the brainchild of Primarc, in association with Shraci Group. Stephen Coates, a globally acclaimed architect from Singapore, executed the structural design and space renditions for the facility.

and kiosks. I would like to thank all our retailers, visitors and friends from media for supporting us in this time of crisis to fight back and maintain Junction Mall to be the safe destination of South Bengal for shopping.

Pine Labs, one of Asia's leading merchant commerce platforms, is taking its popular Pay Later offering into the exciting luxury goods segment in India. The fintech major has announced that it is the official Pay Later Partner at the DLF Luxury Shopping Festival which started to run from March 25, 2021 till April 12, 2021. Shoppers at DLF Emporio and The Chanakya Mall, New Delhi, will be able to make their luxury shopping more affordable by using their debit and credit cards on Pine Labs PoS terminals.



'BUY NOW PAY LATER' AT THE DLF LUXURY SHOPPING FESTIVAL

India's young demographic comprising of tech-savvy Millennials and Gen-Zers and its rising and aspirational middle class makes it one of the fastest-growing consumer markets in the world. India's first and only luxury shopping festival at DLF Emporio and The Chanakya Mall, will help this key segment fulfil its need for luxury goods in an affordable manner...

By Shopping Centre News Bureau

India's young demographic comprising of tech-savvy Millennials and Gen-Zers and its rising and aspirational middle class makes it one of the fastest-growing consumer markets in the world. It is expected that the middle class in India will drive 75 percent of the consumer spending in 2030, as per a research by the World Economic Forum and Bain. India's first and only luxury shopping festival at DLF Emporio and The Chanakya Mall, will help this key segment fulfil its need for luxury goods in an affordable manner.

Commenting on the partnership with DLF Luxury Shopping Festival, Kush Mehra, Chief Business Officer, Pine Labs, said "At Pine Labs, it is

our endeavour to enable brands to provide a seamless payment experience to their consumers. With businesses on revival mode post the

pandemic and the pent-up demand among consumers, this partnership comes at just the right time. Through our partnership with DLF

Emporio, we are unlocking access to luxury brands for consumers, especially the burgeoning middle and upper middle class in the country. The smart and affordable payment options available on Pine Labs PoS terminals during this Luxury Shopping Festival will definitely boost consumer spending and we are proud to be its official Pay Later Partner."

Prashant Gaurav Gupta, Vice President & Head – DLF Luxury Malls added, "With the 2021 edition of the Luxury Shopping Festival at DLF Emporio and The Chanakya, we are moving a step forward by offering our customers newer platforms to make their shopping a seamless experience and taking off the burden by giving them an option of paying later. Digital transformation has always been at the core of our business and we are delighted to have Pine Labs as the official Pay Later Partners for DLF Luxury Shopping Festival."

Some of the prominent luxury brands like Varun Bahl, Corneliani, Emporio Armani, Salvatore Ferragamo, Hugo Boss, Sunglass Hut, Altius Luxury, Neeta Lulla will be offering Pay Later option to their consumers during the Luxury Shopping Festival. Additionally, shoppers spending over ₹25,000 at DLF Emporio and ₹15,000 at The Chanakya will be eligible for daily and weekly gifts from luxury brand partners participating in this festival and there are weekly travel vouchers up for grabs from Pine Labs worth ₹1 Lakh. ●



ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

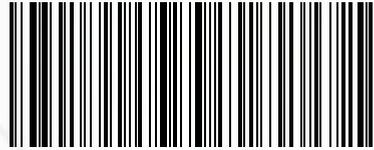
CUSTOMER EXPERIENCE

SHOPPING CENTRES

VISUAL MERCHANDISING

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[THE AUDIENCE]

Meticulously updated retail industry information attracts only the serious: C-level executives, Partners, Managing Directors, Owners, key influencers and decision makers from across the retail and retail support ecosystem. The web portal is a magnet to the target audience of your interest, including CEOs, CIOs, CMOs, CFOs and business owners in Indian retail – for their daily business information needs.

[ONLINE VIEWERS]

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- > The **Top 500** Indian Retail Companies visit indiaretailing.com
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