

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#91



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Readying to reboot, again

Despite the devastating blow India received at the start of the current financial year, shopping centre developers have remained resilient and hopeful of better days to come. Many utilised their spaces to aid communities, while others upped their digital games to continue shopper engagement.

Businesses and startups in retail and consumer tech also worked overtime to ensure customers did not have to face challenges similar to ones they had to face in 2020. Organising vaccination drives by shopping centres also went some way in lifting the morale of the consumers.

The June 2021 edition of Shopping Centre News brings to our readers an analysis of how shopping centres are once again preparing themselves with the 'New Normals' to counter the pandemic and welcome their shoppers with double fervor. Despite this excitement to see consumers back in the mall, shopping centres are under tremendous pressure, as they continue to deal with huge challenges and burdens, related to revenue, losses worth crores and are in need of financial support both from the Government and financial institutions. The issue addresses how malls are responding to and dealing successfully, in an organised manner, with new challenges, learnings, SOPs, safety measures, and retailers' response to change in consumer behaviour.

As always, I hope you find the issue informative and beneficial. Do log on to our website, www.indiareetailing.com to read articles, features and updates pertaining to the Shopping Centre Industry with an emphasis on India.



AMITABH TANEJA

Editor-in-chief: **Amitabh Taneja**

Editorial Director: **R S Roy**

Publisher: **SP Taneja**

EDITORIAL

Consulting Editor: **Nupur Chakraborty**

Assistant Editor: **Sandeep Kumar**

CREATIVES

Art Director: **Pawan Kumar Verma**

Dy. Art Director: **Deepak Verma**

PRODUCTION

Sr. General Manager: **Manish Kadam**

SUPPORT

Sr. General Manager - Administration: **Rajeev Mehandru**

CONSUMER CONNECT & SUBSCRIPTION

Deputy Manager: **Priti Kapil**

ADVERTISING

Vineet Chadha, Business Head & Associate Publisher
+91 9350897807, vineetchadha@imagesgroup.in

Delhi: **Ekta Roy**, AGM

Mumbai: **Santosh Menezes**, Regional Head (West),
Radhika George, Asst. General Manager,

Bengaluru: **Suvir Jaggi**, Regional Head (South),
Ashraf Alom, Manager

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Mumbai:

2nd Floor, Plot No. 3/116, Marol Co-Operative Industrial Estate, Opposit GPL House,
Near Marol Bhavan, Marol, Andheri (East), Mumbai 400 059

Tel: +91-22-28508070 / 71, Fax: +91-22-28508072.

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Shopping Malls Re-open in Most Cities with Strict Guidelines and SOPs

Intro: Shoppers are eager to get out again and aren't just browsing shops but dining out and returning home with bags full of new purchases...

By Shopping Centre News Bureau

Restaurants Reopen With a Mouthful of Caution, Footfall Low at Delhi Malls

As part of the unlock process, all shops in malls were allowed to run from 10 am to 8 pm from Monday. Restaurants too were also allowed to open their doors for dine-in patrons, restricted to 50 per cent seating capacity to ensure physical distancing, while salons and barber shops also catered to customers.

While eateries at some of the popular malls in Saket and Vasant Kunj saw people eating out, footfall at other places remained thin. A mall located at Andrews Ganj wore a largely deserted look with only a handful of people visiting the premises for shopping.

"While people have started returning slowly, the footfall isn't significant and it might take a while for it to return to normal. Retailers and mall developers will have to wait and watch as there is still uncertainty in the minds of the consumers. Even after the lockdown in 2020, the malls almost had their businesses back on track but the second wave of COVID dashed their hopes of returning to normalcy.



Phoenix Mills, GIC to Set Up USD 733 Mn Investment Platform For Retail-Led Assets in India

Leading retail real estate developer The Phoenix Mills Ltd and Singapore's sovereign wealth fund GIC have partnered to establish a USD733 million (approx ₹5,362 crore) investment platform for retail-led mixed-use assets in India.

"GIC and Phoenix Mills to establish a retail-led mixed-use

investment platform in India with an initial portfolio of USD 733 million," The Phoenix Mills Ltd said in a statement. GIC will acquire a significant minority stake in a USD 733 million portfolio of retail-led mixed-use developments, located in the prime consumption centres of Mumbai and Pune, the

Most Global Malls Head Towards Recovery, Few on Verge of Shutdown and Bankruptcy

While a lot of shopping centres globally are hitting their normal level of business, many are still struggling to cope in COVID times. Here's a complete lowdown of how mall operators across the world are tackling the pandemic...

By Shopping Centre News Bureau



Footfall at Carmila France Shopping Centres Back to 2019 Levels

Since stores reopened on 19 May, business at Carmila France shopping centres has been brisk, with footfall up nearly 21 per cent versus the same period of 2020 and 130 new stores opened. Carmila France welcomed back customers and retailers further to all sites being certified compliant with the requisite Covid-19 health measures by the French national standards agency, AFNOR. Footfall at Carmila France shopping centres increased by 20.9 per cent year on year between 19 and 30 May 2021, reaching 97 per cent of the figure recorded in the same period of 2019.

As during the previous reopenings, the numbers illustrate the genuine attachment in France to shopping centres rooted in the regions. These results are also testimony to high-quality health measures, a dynamic and innovative retail offering adapted to customers' needs, effective omnichannel customer communication and the tireless efforts of retailers.

As part of the store re-openings on 19 May, Carmila announced the opening of 130 new stores across its shopping centres in France. These openings include the extension to the Nice Lingostière shopping centre, which adjoins one of Carrefour's biggest hypermarkets. As part of a project undertaken in partnership

with local stakeholders and designed to support the development of the Eco-Vallée urban program, the centre has opened its doors to 50 new stores and restaurants, 40 per cent of which are local independent retailers and franchisees. In addition to the arrival of major brands such as H&M, Kiabi and Mango, the site has



welcomed innovative new concepts such as Repaire des Sorciers, La Barbe de Papa, Bambino, Toc Toque and Even. Amid a dynamic leasing environment, it is also hosting the first Cultura store in the metropolitan Nice area.

"We're delighted to have chosen Carmila Nice Lingostière for our inaugural store in the metropolitan Nice area. The new store is going to enable us to reach a new family-oriented clientele,

which is consistent with our objectives. The initial numbers are very encouraging, and I would especially like to pay tribute to the quality of the support we've received from the local Carmila teams," commented Moabd Kaddur, director Cultura store – Nice Lingostière.

The new openings are helping to renew the retail offering, and are specifically acclaimed by customers: between 19 May and 30 May 2021, footfall at Nice Lingostière was up 49 per cent year on year.

"The dynamic footfall and new store openings serve to illustrate the attractiveness of our centres which are rooted in the regions," added Marie Cheval, CEO, Carmila.

Saudi Shopping Malls Open Only to Vaccinated People From August

Saudi Arabia will bar people from entering its shopping malls unless they have been vaccinated against COVID-19, state TV reported on Sunday, citing a decision by the trade ministry that will come into effect on August 1, report Reuters. "Having received



at least one vaccine shot will be a condition for entering commercial facilities," the ministry said. Saudi Arabia has administered 15.7 million vaccine doses so far, enough to have inoculated 23 per cent of the population, according to the Reuters COVID-19 tracker.



KEY HIGHLIGHTS

- Leading retail brands have closed at least 120+ lease deals at prominent high street markets across the country b/w April 2020 and May 2021
- Within F&B, quick-service restaurants like Starbucks, Pizza Hut & KFC, apparel and lifestyle brands like Biba, Reliance Trends, Pantaloon, Lenskart, Westside, Zudio and Max, and specialist retailers like Croma and Reliance Digital have expanded to high streets
- Increasing high street penetration of leading hypermarket & supermarket brands in Tier II & III cities due to high revenue potential; for instance, MORE Retail Ltd. entered UP cities like Agra, Faizabad, Sitapur and Muzaffarnagar

RETAILERS EYEING HIGH STREETS AND TIER II, III CITIES FOR EXPANSION: REPORT

Of the categories that closed high street leases, apparel had the largest share of deals with an over 23 per cent share, followed by F&B with a 15 per cent share, and jewellery with 12 per cent. Hypermarkets and supermarkets mostly leased large high street spaces in smaller towns and cities...

By Shopping Centre News Bureau

In a calibrated post-pandemic move, leading retail brands across categories are zeroing in on high street markets for expansion across India, according to a new report by ANAROCK Retail. Between April 2020 and May 2021, some of these brands closed over 120 lease deals at prominent high street markets across Indian cities and towns. The deal sizes ranged for areas as low as 400 sq. ft. and went all the way up to 35,000 sq. ft, the report states.

Some Quick Service Restaurants

(QSRs) within the F&B category (Starbucks, Pizza Hut, KFC, etc.), apparel brands and even large format stores — Pantaloons, Westside, Zudio, Reliance Trends and Max (typically anchor tenants in malls) — are now getting more serious about their high streets presence, it adds.

Of the categories that closed high street leases, apparel had the largest share of deals with an over 23 per cent share, followed by F&B with a 15 per cent share, and jewellery with 12 per cent. Hypermarkets and

supermarkets mostly leased large high street spaces in smaller towns and cities.

The top cities where leading brands expanded in this period include Bengaluru, Pune, Hyderabad, Delhi, Chennai, Mumbai

and Gurugram. The prominent Tier II & III cities include Lucknow, Ahmedabad, Chandigarh, Patiala, and smaller towns in Uttar Pradesh and Madhya Pradesh (Indore, Bhopal, Gwalior).

Elaborating on the findings, **Pankaj Renjhen**, COO & Joint MD – ANAROCK Retail says, “High street markets have been doing very well in these post-pandemic times and we are seeing many retail brands eye these locations as part of their expansion strategy. Well-capitalised retailers with established business models are using their competitive advantage to negotiate good deals to expand their footprint and gain a larger market share.”

“High streets offer a good





PREPPING FOR A NEW NORMAL

Lockdowns are finally lifted in many major cities pan India and shopping centres are once again welcoming visitors. While this is a welcome development, it also presents huge challenges and burdens. Shopping centre developers must sort out these tests, in order to return to the path of normalcy.

By Shopping Centre News Bureau

The silver lining for the Indian real estate industry has always been the resilience to bounce back from economic setbacks and unleash it from pre-existing structural interruptions. As India cautiously recovers from the second wave and prepares for a possible third wave of the pandemic, shopping centre developers are also living up to the spirit of comeback and never give up attitude. Lockdowns are finally lifted in many major cities pan India and shopping centres are once again welcoming visitors. While this is a welcome development, it also presents huge challenges and burdens. Shopping centre developers must sort out these tests, in order to return to the path of normalcy.

Unlocking Growth

Referring to the current easing of restrictions, **Mukesh Kumar**, CEO, **Infiniti Malls** states, “We are delighted to see the situation improve and normalcy slowly resume. The past few months have been extremely challenging for the country. The retail sector across India has incurred huge revenue loss – amounting to approximately ₹25,000 crore – due to mall closures for almost two months. However, businesses are now gradually resuming operations, and we are hoping for things to be back on track in a couple of months.”

Arijit Chatterjee, COO, **Junction Mall** also welcomes the unlocking and described the challenges that mall developers have had to undergo. “After the effect of the second wave of COVID 19, there

INORBIT MALL VADODARA UNVEILS 12 FT. CREATIVE ART SCULPTURE 'THE PROTECTORS' TO APPLAUD COVID WARRIORS

Conceptualised and curated by ArtCroc & created by Krunal Kahar & team, the sculpture aims to encourage citizens, retailers and stakeholders to adopt, reduce, reuse and recycle

By Shopping Centre News Bureau

Inorbit Mall Vadodara unveiled 'The Protectors' - a symbolic sculpture to represent and appreciate the collective contribution of Covid warriors. The sculpture was unveiled by Dr. Devanshu Patel (President, Parul University) & Dr. Parul Patel (Vice President, Parul University). The sculpture simultaneously also intends to promote the concept of Reduce; Reuse; Recycle by comprising unused scrap into creative pieces of art and thereby contributing to the Green Movement taking place in different spheres of life.

The sculpture formed with scrap material like mild steel plates, rods (TMT bars), iron and automobile fragments, is created by Krunal Kahar & team & conceptualized

vaccination drives at different centres, under #InorbitCares initiative, at different centers under which, it aims to have each and every employee, retail staff and agency workers vaccinated. The multi-city vaccination drives is being conducted in collaboration with local bodies. Inorbit Hyderabad is one of the first malls in the city to roll out a vaccination camp for the employee and retail staff. The mall has also arranged a team of doctors and refreshments for any kind of emergency, uneasiness or discomfort. The Retailers Association of India (RAI), Clinik and ACT Grants tied up with Inorbit Mall, Bengaluru for vaccinations. Inorbit Vadodara worked in collaboration with NGO



& curated by ArtCroc, an entity of Infine Art Ventures LLP. The start-up is also recognized by the Central Government department - The Department for Promotion of Industry and Internal Trade (DPIIT).

This sculpture showcases covid warriors like doctors, police & common man holding an umbrella and protecting our mother earth from the rain of Corona Virus, signifying their teamwork by working day and night to protect us. This art installation also refers to the term "Umbrella Protection", implying protection from large and potentially devastating liability claims or judgments.

Speaking about the initiative, Agnelo Fernandes (Centre Head),

Inorbit Mall, Vadodara said, "With the sculpture 'The Protectors', we aim to produce art as social intervention, to inspire awe and joy, to educate, and to alter the attitudes of viewers. Our Covid warriors are doing a great job in defending our world and it's necessary we do our bit as well. Usually, the word SCRAP sends jitters to many, and for the same reason we chose to use this material to change to mindsets and to encourage stakeholders and retailers buyers to patronise REDUCE; REUSE; RECYCLE."

With the unveiling, Inorbit indicated that converting scrap into valuable art pieces is an innovative way to show concern for the environment. It also emphasized the reality of waste disposal posing

ABOUT SCULPTURE:

- **SIZE:** Approx 12 feet height including umbrella
- **WEIGHT:** Approx 500 kilograms
- **MEDIUM:** Scrapped mild steel plates, rods, iron (TMT bars) and automobile fragments

a serious environmental challenge in India and stated that such an initiative will also encourage citizens to take concrete actions to ease the situation.

The mall is also conducting

Chhatra Sansad to vaccinate brand staff and customers. In Mumbai, Malad and Vashi malls are hosting a drive through for customers and a special camp has been set up for vaccinating brand staff, agency workers and mall employees. Inorbit is taking efforts to get 400 to 500 people vaccinated with their first dose of vaccinations at their outlets.

"Vaccination drives at our malls for customers and our staff, brand partners and agency workers are in full swing. At Inorbit, we are aiming to be 100 per cent vaccinated to offer a safe working and shopping experience to everyone coming to us. No one is safe until everyone is safe and so I urge everyone to get vaccinated," said Rajneesh Mahajan, CEO, Inorbit Malls. ●

SELECT CITYWALK PUBLISHES DETAILED SOPs FOR RETAILERS, VISITORS

The detailed SOPs will cover requisite parameters across public spaces, retailer and visitor guidelines etc. Business hours at the mall will be limited to 10 am to 8 pm

Shopping Centre News Bureau



KEY SOPs:

- Temperature checks at entry points
- Wearing masks will be mandatory for visitors, mall staff and retail operators
- All public areas and outlets sanitised by disinfectant mediums such as Virex 256 Oxivir Five 16 concentrate (Diversey) disinfectors
- Doors opened at regular interval for ventilation and fresh air intake
- Air conditioning maintained as per CPWD guidelines
- Social distancing norms will be followed strictly, no over crowding
- Elevators, escalators to be sanitised after regular intervals

Leading shopping centre Select CITYWALK, which reopened in part on June 7 after nearly two months of being non-operational, has pledged to adhere to following strict SOPs as per government directives to ensure utmost safety, sanitization and social distancing as required for the post-COVID-19 environment.

The detailed SOPs will cover requisite parameters across public spaces, retailer and visitor guidelines etc. Business hours at the mall will be limited to 10 am to 8 pm on an odd-even basis, with one half of the outlets open on odd days and the rest open on even days. This strategy allows a seamless transition to a gradual unlock with stringent safety protocols in place, the mall said in a statement.

Speaking on the reopening, Yogeshwar Sharma, Executive Director & CEO, Select CITYWALK said, "We welcome the government's decision of easing down the lockdown and re-opening markets and malls. We are also mindful of the great responsibility and stringent



measures required to operate a public space in these difficult times. Hence, we will be opening in a sustainable manner to ensure public safety. Keeping this in mind, the re-opening has been mapped out with extensive SOPs. We will also be working in tandem with our retail and other occupiers to ensure best practices for the safety of our visitors. Lastly, for a shopping centre to operate at an optimum level, many components such as Cinemas, Fitness, Cafes, Salons etc. have

to be operational, which for the moment are not permitted to open. We are hoping that these restrictions will further be relaxed in the coming week(s)."

The retail outlets at the mall will be open on an odd-even basis. However, multiplex, salons, fitness centres and F&B outlets for dining will remain shut, as per the government directive.

There will be provision of temperature checks at entry points and masks will be mandatory for all visitors to the premises. The same rules will be in place for mall staff and retail operators. Sanitisation will be maintained across all public

areas and retail outlets, in the shopping centre shall be disinfected thoroughly with user-friendly disinfectant mediums such as Virex 256 and Oxivir Five 16 concentrate (Diversey) disinfectors. In coordination with retail outlets, all staff will have to wear face masks, and sanitizers will be placed at the entry of each store. Air conditioning will be maintained as per the CPWD guidelines with utmost precautions, the mall said. ●

The Shopping Centres Association of India (SCAI) reached out to the Karnataka Government with an appeal to give parity and level playing field while opening business across the state. In a letter to the Chief Minister, B.S. Yediyurappa, the industry body highlighted the massive financial loss incurred, millions of jobs impacted and at stake while seeking financial reliefs that are becoming necessary for the very survival of the industry. SCAI said that almost 80 per cent employees working in malls, shops, restaurants and service sectors typically belong from economically weaker sections and get directly impacted with such disruption in businesses.



SCAI DEMANDS FINANCIAL RELIEF FROM KARNATAKA GOVERNMENT

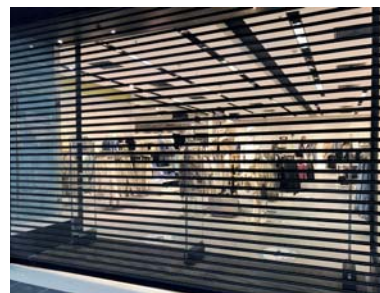
Over 50 per cent mall owners, majority standalone, stare at business closures if support not provided, >25 per cent jobs at risk, seeks parity and level-playing field, calls for opening along in Phase I...

By Shopping Centre News Bureau

The association pointed out that malls are better equipped to monitor and control crowds, ensure a safe and hygienic environment and have trained workforce to effectively implement SoP guidelines laid down by MHA/MOHFW as well as State Government. SCAI also shared that its members have been following all the rules laid out by MHA/CPWD for central air conditioning in compliance with the guidelines issued by the authorities to ensure the safety of the visitors.

Mukesh Kumar, Chairman, Shopping Centres Association of India said, "Over 50 per cent of mall owners, majority of standalone shopping centres are at risk of closure. More than 25 per cent of

jobs attached to the industry will also be impacted if support is not extended. To help the industry from collapsing, we urge the Karnataka government to provide waivers around rental/lease amount of shopping centre buildings owned by the government, property taxes payment till January, 2022, fixed electricity charges, upcoming renewals of existing permits/licenses/NOCs among others required for running of malls, retail stores and F&B outlets. We have also asked for support around Minimum Wages rates and Guard-board payments until FY 2021-22. We request the government to allow mall operations in Phase 1 of Unlock and urge them for their bold



intervention to save the industry and thousands of jobs & livelihoods attached to each mall in the state."

In its representation, SCAI said the delayed opening of malls last year had resulted in massive loss of revenue to the sector as well as Government. SCAI asserted that malls continued to be affected during reopening due to low footfalls and sales and the impact

was evident from the decrease in revenue and collections, which adversely impacted GST & other statutory payments to the government. The industry body also gave the example of support extended by Gujarat government by giving some moratorium relief and urged the Karnataka government to help the industry from irreversible business dents.

SCAI also assured the government that malls have been making all efforts towards vaccination for all retail and mall staff ahead of reopening. The industry body has also recommended to utilise mall infrastructure to vaccinate entire neighbourhood wherever malls are located as many states have already taken advantage of this offer by setting up vaccination camps.

SCAI has repeatedly assured the government of its commitment as an industry body to ensure the safety of citizens. The entire industry has continued to support the government at all times, adhering to all protocols laid down for creating and ensuring a safe environment.

The apex body of shopping centres / malls, Shopping Centres Association of India represents 650+ large malls and more than 1000 malls under 100,000 sq ft in India.●

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

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Special Events in Malls

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



INORBIT MALLS CONDUCTS VACCINATION DRIVE FOR EMPLOYEES, RETAIL PARTNERS AND VISITORS UNDER #INORBITCARES INITIATIVE

Inorbit Malls Pvt Ltd has an ongoing Covid-19 vaccination drive for its employees, retail partners as well as visitors at its centers in Mumbai,

Bengaluru, Hyderabad and Vadodara. The company kicked off the vaccination drives under #InorbitCares initiative, under which, it aims to have each and every employees, retail staff and agency workers vaccinated.

The multi-city vaccination drives is being conducted in collaboration with local bodies. Inorbit Hyderabad is one of the first malls in the city to roll out a vaccination camp for the employee and retail staff. The mall has also arranged a team of doctors and refreshments for any kind of emergency, uneasiness or discomfort. The Retailers Association of India (RAI), Clinick and ACT Grants tied up with Inorbit Mall, Bengaluru for vaccinations. Inorbit Vadodara worked in collaboration with NGO Chhatra Sansad to vaccinate brand staff and customers. In Mumbai, Malad and Vashi malls are hosting a drive through for customers and a special camp has been set up for vaccinating brand staff, agency workers and mall employees. Inorbit is taking efforts to get 400 to 500 people vaccinated with their first dose of vaccinations at their outlets.

“Vaccination drives at our malls for customers and our staff, brand partners and agency workers are in full swing. At Inorbit, we are aiming to be 100 per cent vaccinated to offer a safe working and shopping experience to everyone coming to us. No one is safe until everyone is safe and so I urge everyone to get vaccinated,” said Rajneesh Mahajan, CEO, Inorbit Malls.

Employees from all the departments at the company—including housekeeping, engineering, security, parking and management — will get their jabs, Mahajan confirmed.



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milestones in 2020.
And our success story
is still unfolding.

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Lulu Mall, Bengaluru



Lulu Mall, Lucknow



Lulu Mall, Thiruvananthapuram