

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#92

**RETAIL REAL ESTATE**

Over Two Lakhs Jobs Impacted Due to Shopping Mall Closures in Maharashtra
p26

**NEW MARKET**

Dubai: A Post-Pandemic Investment Destination for Indians p28

**MARKET WATCH**

Tier II Malls Lead in Green Shoots of Revival p24



RETAILERS EYEING HIGH STREETS & TIER II CITIES; MALLS OVERSEE THIS AS A SHORT-TERM PHENOMENON P.20

**Opinion**

The New Retail: The Necessity of Omnipresent Shopping Malls p16

**Snapshots**

Special Events in Malls p30

National Newsmakers

Shopping Malls Register Meager Footfalls, Amid Strict Restrictions and SOPs in Different Cities p04

International Newsmakers

Shopping Centers Go Digital to Bring the Mall Experience Online p06

Store Arrivals

New store launches in the shopping malls in last one month p12



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SHOPPING CENTRES ASSOCIATION OF INDIA

SEPTEMBER 2, 2021
GRAND HYATT, GOA

Small-town Shopping Centres Adapt to New Realities

For shopping centres pan India, the struggle and uncertainty phase is still on. Some cities are doing very well in terms of business as shopping malls along with cinemas, gyms and entertainment zones are allowed to open. Keeping safety and health concerns in mind, consumers are coming out not only to shop but are only utilising the entertainment and dining services as well. However, there are cities where malls are still shuttered, and that is making things very tough for developers and the retailers present in those centres.

Adding more to this situation, leading retail brands across all categories are zeroing in on high street markets and Tier II cities for expansion across India. This was first reported by Anarock and even experts from the industry believe that this situation is temporarily pushing malls to the backseat.

The July 2021 edition of Shopping Centre News brings our readers an analysis of how malls in Tier II cities are preparing themselves to deal with this challenge. The issue addresses how malls are responding to and dealing successfully, in an organised manner, with new learnings, SOPs, safety measures, and retailers' response to changes in consumer behaviour.

High streets, e-commerce have always been a challenge for shopping centres, but this doesn't mean that the mall culture in India will start losing its relevance. Malls have always been a shopping hub and hangout spot for varying age groups and will continue being so. Like the pandemic, this situation will also be a short lived one, as malls will forever remain relevant to the changing times and consumer behaviours.

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




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Shopping Malls Register Meager Footfalls, Amid Strict Restrictions and SOPs in Different Cities

Shoppers are still cautious in their approach, and are still focusing on essential buy, as malls reopen with lucrative discount offers to attract more buyers.

By Shopping Centre News Bureau



Bhumika Group Ropes in Spectra to Manage Urban Suites

Bhumika Group, one of the leading real estate developers in the country, announced that the Group has roped in Spectra Hospitality Services to manage Urban Suite serviced apartments. Part of Bhumika Group's mixed-use development Urban Square, the 68 serviced apartments come in 493 sq ft size. The fully-furnished luxury serviced apartments are based on the live, eat and shop concept.

Set up in August 2006, Spectra Hospitality Services is a multidimensional lifestyle consulting, development and management company, specialised across all segments of Hospitality, Leisure and Business Functions. The company has experience in managing properties all across India. The company is involved in a diverse range of projects, including resorts, clubs, villas, serviced apartments and mixed-use developments; the experience highlights the company's understanding of various developments types and their suited feasibilities. Its clients include the industry's leading asset owners, domestic and international hotel operators, investors, financial institutions and

real estate developers across all segments of hospitality, leisure and business functions. The company is successfully managing and Asset Managing, Independent Boutique and Branded luxury resorts such as Radisson, IHG, and Hyatt Hotels in key leisure locations across domestic and international locations.

Udaipur's Urban Square is located 30 minutes from the Maharana Pratap Airport and 7 minutes from the city centre. Udaipur would benefit from exceptional exposure and frontage along the six-lane roadways

connecting Ahmedabad, Udaipur, Jaipur, and Nathdwara, a major holy destination, since it is located on the Gaurav Path, NH-8, Urban Square.

"Urban Square will provide the best of experience and services to the people of South Rajasthan and also the tourists that swarm the State. Our tie-up with Spectra Hospitality Services for our Serviced Apartments, 'Urban Suites' is another such endeavour to ensure that the customers get the luxury they aspire for at the right price point. Spectra is a renowned hospitality company managing

many large international hotels and we will offer that experience at an affordable price with 'Urban Suites'. Not only Urban Suites, we have also tied up with some of the biggest retail brands making Urban Square a wholesome experience of hospitality, food, entertainment and retail," says Uddhav Poddar, MD, Bhumika Group.

Spread over an area of 1.8 million square feet, Urban Square is being conceived and developed as an iconic, hospitality-focused mixed-use destination development with a balanced mix of commercial, retail, hospitality, and entertainment for the entire State of Rajasthan and tourist traffic. The project has been conceived as a catalyst to enhance commerce, infrastructure and hospitality standards of the historical city of Udaipur.

It is being built in two phases and will include an "All Under One Roof" mall, a six screen multiplex, lifestyle retail, mouth-watering F&B selections, a Food Court, an adrenaline-driving Gaming Zone, a Bowling Alley, and several more entertainment options for the entire family. Recently, Pizza Hut and KFC have leased out space at Urban Square Mall.



Shopping Centers Go Digital to Bring The Mall Experience Online

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



Retail Real Estate Trade Group Grapples With Post-Pandemic Landscape, Changes Name

The biggest global trade association for the retail real estate industry is rebranding to update its image amid massive changes in the way people shop. The International Council of Shopping Centers announced that its initials ICSC will now stand for Innovating Commerce Serving Communities. ICSC said the changes have been about nine months in the making.

The 65-year-old trade group said the shift is indicative of how ICSC, its members — which include U.S. mall and shopping center owners — and the entire retail real estate industry are rapidly evolving, in part due to repercussions of the coronavirus pandemic.

"The terminology 'shopping centers' or 'retail real estate' are still clearly an important part of our membership," ICSC President and CEO Tom McGee said in an interview. "But they're somewhat descriptive to the historical nature of who our membership was, from a demographic standpoint ... the property type that it was. As opposed to the impact that the industry has upon communities."

McGee said, ICSC's membership base is expanding to include other businesses such as technology start-ups and real estate service providers. "This is not just a rebranding," he said. "To me, it's reflective of what's happening in the industry as a whole, and within our membership. And we're

evolving with the industry."

The International Council of Shopping Centers has rebranded its name, ICSC, to stand for Innovating Commerce Serving Communities. ICSC also hopes that a major facelift will make the trade association more appealing to a younger workforce.

the biggest threats to many retail shopping centers and malls has been the ascent of e-commerce. Not all properties have been harmed over the past year. Centers anchored by grocery stores and big-box retailers like Target, for example, have thrived as shoppers seek out those businesses for essentials.

was down just 8.1% last month from June 2019, pre-pandemic. Landlords face other hurdles in the fundamentals of their business. In parts of the country, rents for retail assets have plummeted, and the amount of available space has skyrocketed, with supply far outweighing demand. Across Manhattan, retail rents have fallen for 15 consecutive quarters and are touching historic lows.

The vacancy rate for all retail real estate space in the U.S. climbed to 10.6 per cent in the first quarter of 2021, according to research compiled by the real estate firm Newmark and Moody's Analytics REIS. That marked a high not seen since 2013. More than 3.6 million square feet of retail space was returned to the market in 2020 and 800,000 square feet was returned in the first quarter of this year, Newmark and REIS said. Vacancies for U.S. malls hit 11.4 per cent in the first quarter, the highest percentage in a decade, according to REIS.

As the retail real estate industry has struggled, ICSC has watched its membership base shrink, according to a report in The Real Deal. It laid off dozens of staffers last year, as in-person events were called off and revenue dried up, the real estate news website said. ICSC has roughly 50,000 members in North America, according to a spokesperson.



"We must modernize the brand to attract new and younger generations to the industry and be more welcoming to emerging businesses and other sectors within [commercial real estate]," ICSC said in a package sent to some members ahead of the announcement.

The rebranding comes as much of the retail real estate industry is trying to find a new footing coming out of the health crisis. One of

Others, however — and primarily enclosed shopping malls jammed with apparel boutiques — have lost tenants and watched shopper traffic fall off a cliff. Roughly 25 per cent of America's 1,000 or so malls have been predicted to close by 2025 as more consumers shift their spending online.

Visitors are beginning to return. An index of 100 indoor malls tracked by retail analytics firm Placer.ai found shopper traffic

Melorra Launches its Fourth New-Age Digital Experience Centre at Pacific Mall, Tagore Garden

Mellora, India's fastest growing lightweight fine jewellery brand, launched its recent digital experience centre at Pacific Mall, Tagore Garden. The brand, which is involved in designing affordable and trendy jewellery for everyday wear, will be launching 350 such centres pan India in the years ahead to create a new-age digital experience for its customers.

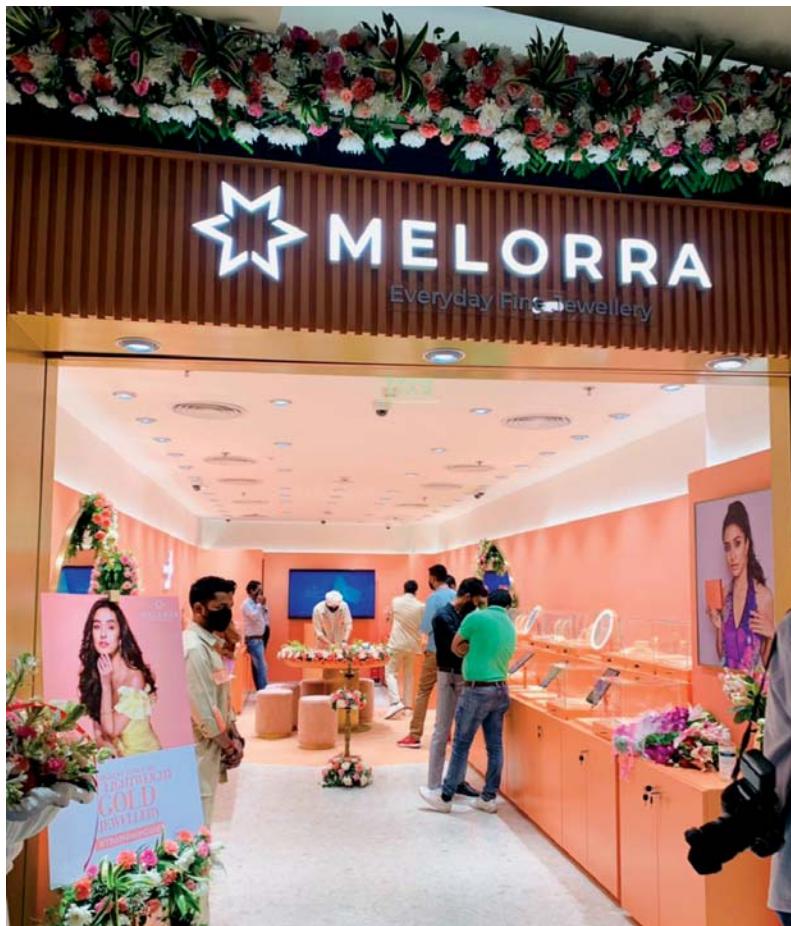
Pacific Mall, Tagore Garden, has been the capital's most happening retail and entertainment destination with a gamut of brands for all demographic. Talking about the association, Abhishek Bansal, Executive Director, Pacific Group, said, "We are glad to be associated with Melorra; the brand represents the new-age culture of experiential retailing through their experience centres. The brand's popularity amongst a diverse set of customers will be a great advantage for Pacific Mall as well, and the presence of upgraded stores like Melorra rightly represent the fact that a mix of offline and online retail is here to stay and flourish owing to the increasing demand amongst consumers."

Through experience centres, Melorra aims to enhance a customer's sense of touch, feel and

trial of Melorra jewellery. Also, Melorra has in-store stylists available as advisors and consultants, enabling the buyer to build their fashionable fine jewellery wardrobe.

Saroja Yeramilli, Founder and CEO, Melorra, said, "We are delighted to announce the launch of our fourth experience centre in Delhi. Melorra has been a disruptor in the lightweight and trendy gold jewellery category since we started operations and even during the pandemic. Our USP lies in the fact that despite being commensurate with global fashion trends, our jewellery is also affordable and starts from Rs 3500. We have created a new category as per the changing perceptions around gold jewellery and give the women of today something more than what was being offered earlier. Gold is fashionable and suitable for everyday wear with modern attire; this is what the Melorra experience is all about."

Pacific Mall Tagore Garden has been redefining the shopping experience in New Delhi. It has more than 300 brands, like Da Milano, Forever New, Louis Philippe, US Polo Assn. etc. Last week, the mall opened its gates with complete safety precautions, contactless services and COVID Marshalls for every floor to check on the mall visitors for following distancing guidelines and being masked.



Urban Square signs up Pizza Hut and KFC

Bhumika Group, one of the leading real estate developers in North India, announced that Pizza Hut and KFC have leased out space at Urban Square Mall, Udaipur. These two brands have taken up space in the mall – Pizza Hut has taken

up 1600 sq ft and KFC 2600 sq ft -- that has also been attracting players who are entering the region for the first time.

These two brands, and a slew of others, will satisfy the palates of locals who appreciate high-quality food from the greatest brands. "At Urban Square, we strive to offer the finest of the world to the people of Udaipur regularly. The mall is experiencing a surge in lease activity, demonstrating the area's potential. We have a good brand mix; in the last few months, we've added more than 45 new brands," says Uddhav Poddar, Managing Director, Bhumika Group.

The project, which will provide a world-class shopping experience in Rajasthan and state-of-the-art infrastructure experiences to office spaces, would be one of the most popular tourist

sites in the city.

Spread over an area of 1.8 million square feet, Urban Square includes office spaces, a five-star hotel, service apartments, and a world-class shopping mall with leading global brands such as Adidas, Puma, Asics, Shoppers Stop, Inox, Marks & Spencers, Tata Westside, Tata Zudio, Reliance Trends, Adidas, Puma, Asics, F-Bar, Holiday Inn, etc. already signed and many more under finalization. The project has a mall positioned as an 'All Under One Roof' with lifestyle retail, along with a food court, a state-of-the-art multiplex, gaming zone, a bowling alley, and many more entertainment options. The development also includes Grade A commercial office space, commercial serviced suites, and a 5-star hotel.





THE NEW RETAIL: THE NECESSITY OF OMNIPRESENT SHOPPING MALLS

Shoppers now have more control over the retailing experience than before. For the first time ever patrons now ‘pull’ from retailers what they want, need and value, as opposed to being ‘pushed’ upon in the past. They look for value, personalised and inspirational shopping experiences, and hence retailers are forced to better understand what shoppers truly desire as they navigate through their shopping journeys, online, offline or both.

By Sachin Dhanawade, Chief Operating Officer (COO) Retail & Real Estate, Grauer & Weil (India) Limited

Shopping malls are generally as one or more buildings housed with a variety of shops and food joints, with interconnected walkways enabling visitors to walk from one area to another.

In recent months, the concept of the shopping mall has reached a critical inflection point. Retailers across India and around the world are realising the importance of being present across all retail channels and formats. With declining brand loyalty amongst consumers and an increasing number of options, the bargaining power resides with the consumer.

A storm of global trends and most recently the ongoing pandemic are coming together at the same time to cause malls to change the role they play in people’s lives. No longer are they primarily about shopping. Now, when customers visit malls, they are looking for more than just traditional shopping experiences. Customers are also looking for better environment in terms of aesthetics, landscapes, entertainment options, community specific customer services at the mall, immersive experiences and above all the convenience of shopping in a “safe environment”.

In order to tap into this

increasingly affluent and new tech empowered consumer base, mall owners will have to be omnipresent.

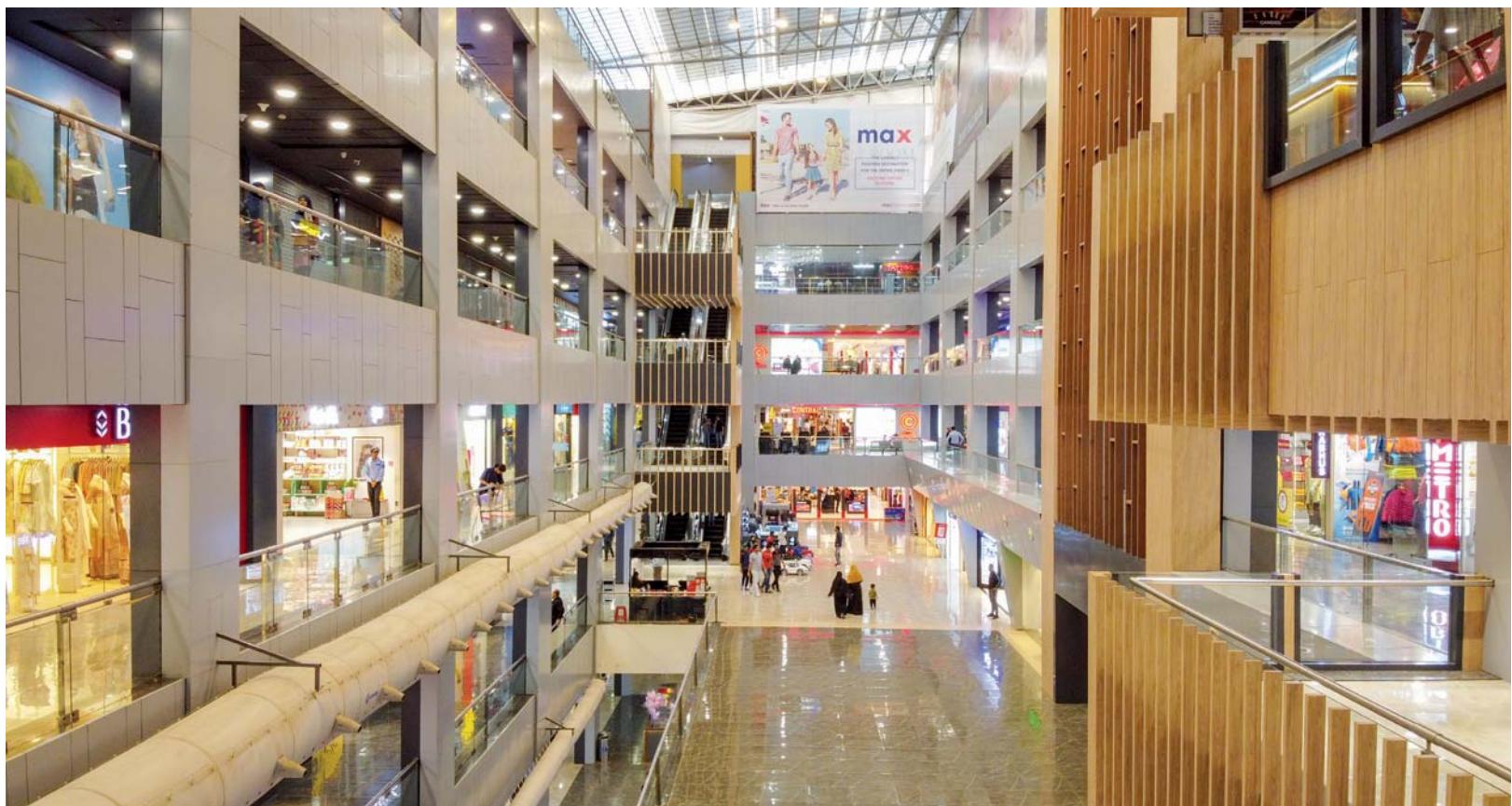
The notion of omni-presence in the retail industry is a global phenomenon, with the prime



RETAILERS EYEING HIGH STREETS & TIER II CITIES; MALLS OVERSEE THIS AS A SHORT-TERM PHENOMENON

High street markets have been doing well in these post-pandemic times and we are seeing many retail brands eye these locations as part of their expansion strategy. However, shopping malls understand the safety measures adopted by them will undoubtedly bring customers and retailers back to the malls in all cities pan India.

By Sandeep Kumar



Malls vs High streets has been a question for ages. Shopping mall developers present across all cities (Metros, Tier I, II & III) have a firm belief that malls will never vanish as long as they keep up to stay relevant to the changing times and consumer behaviours. However, 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 recent 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.

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



TIER II MALLS LEAD IN GREEN SHOOTS OF REVIVAL

Cities such as Chandigarh, Dehradun, Lucknow, Ranchi, Rourkela, Solapur, Udaipur, Vizag along Ahmedabad, Bhubaneswar, Chandigarh, Coimbatore, Indore, Jaipur, Lucknow, Kochi, Nagpur, Thiruvananthapuram and Vadodara has been the retail real estate destination for the mall developers in the last five years. Even the big players are turning towards the Tier II and III cities, due to the rise in purchasing power of the population living there.

By Sandeep Kumar

Shopping malls are currently the lifeline of the organised retail in India and the credit goes to the Tier II cities for this development. Gone are the days when shopping malls were the attraction of the Tier I cities. With high conversion rate and demands, mall developers are and becoming a huge success in these regions.

Cities including Chandigarh, Dehradun, Lucknow, Ranchi, Rourkela, Solapur, Udaipur, Vizag along Ahmedabad, Bhubaneswar, Chandigarh, Coimbatore, Indore, Jaipur, Lucknow, Kochi, Nagpur, Thiruvananthapuram and

Vadodara has been the retail real estate destination for the mall developers in the last five years. Even the big players are turning towards the Tier II and III cities, due to the rise in purchasing power of the population living there.

Before the lockdown, Tier II cities were rated as key contributors to the retail growth in the future of country. And after lockdown, things has been very much the same. So far, Tier II cities witnessed the launch of more new malls in this period, in comparison to Tier I locations.

Tier II cities have an edge over

the land quantity and price. In Tier I cities, land and space is very hard to get, or if you get land, you don't get it in your preferred location. The land price and rentals are very high in comparison to that in Tier II & III cities, where land is abundant and local and civic bodies are more conscious, encouraged and motivated to work along with the mall developers.

The Current Situation
With the number of cities turning into 'smart cities' all over India, experts believe that cities need malls to establish themselves as a

landmark city. Smaller cities and towns look forward to developments like shopping malls, big-box constructions, as one of the ways to reach this landmark point. Big malls, brands and FECs also help in developing a paradigm shift in the thought process of local bodies.

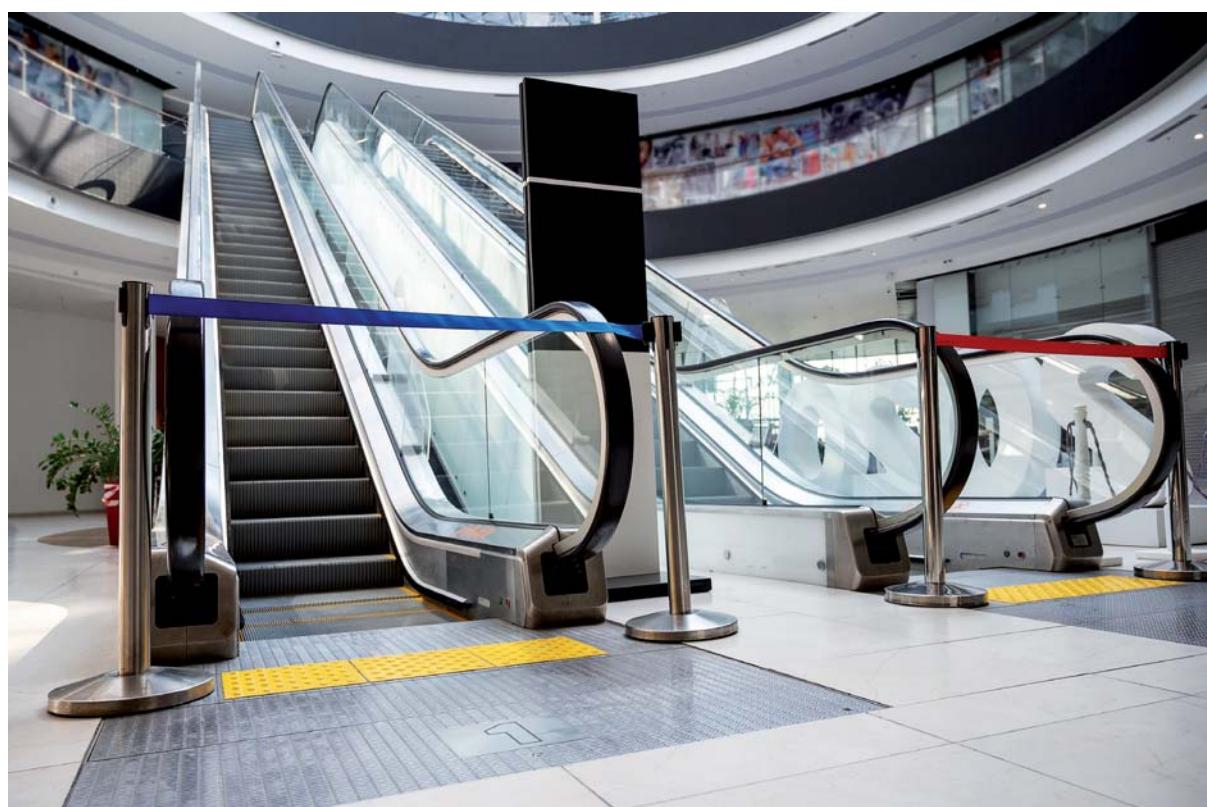
Do Tier II & III cities really have the edge in terms of competition as there is a lesser number of malls in the region, mall developers express their views keeping the current situation in mind.

"Currently, tier II and III cities account for a smaller proportion of organised shopping malls. It will

OVER TWO LAKHS JOBS IMPACTED DUE TO SHOPPING MALL CLOSURES IN MAHARASHTRA

The opening of malls will not only help save jobs and businesses, but will also pave the way for citizens to shop in a safe and sanitised environment. Malls have the ability to handle crowds more efficiently and safely than markets and hence should be allowed to operate along with stand-alone shops and markets.

By Shopping Centre News Bureau



With most of the retail brands slowly returning to normalcy and shopping malls also clocking footfalls, retail real estate is finally finding its feet back in major parts of the country. However, there are few states that are still under lockdown, and with malls closed, the situation of the industry is getting worse than ever.

In the last one month, states in South India and Maharashtra have witnessed a spike in the number of cases and as a result shopping malls are still not open there. As a larger part of India, shopping malls in Maharashtra continue to remain

padlocked. The prolonged closure of malls has put the entire ecosystem that the malls support in serious jeopardy. Every passing day of closure is not only hurting businesses but also the livelihoods of people working there. As a result, Non-profit organisations (NPO), like Shopping Centres Association of India (SCAI) and Retailers Association of India (RAI) have been raising the concerns of the industry with both the central and state government to bring the business and economy back on track.

Job Loss

To save employment, the economy, and the citizens' right to safe

shopping, the Retailers Association of India (RAI) has once again appealed to the Maharashtra State Government to allow malls & shopping centres in the state to operate with the necessary safeguards in place.

Kumar Rajagopalan, CEO, RAI, said, "It is important that the Maharashtra government considers reopening of formal retail spaces such as malls and shopping centres at the earliest as they are centres of significant economic activity. In addition to contributing to the exchequer in the form of taxes, they support several livelihoods, including those of vendors, retailers

and employees. The Delhi and Haryana governments have set an example by reopening malls along with other markets. We request the Government of Maharashtra to do the same. This will not only help save jobs and businesses but will also pave the way for citizens to shop in a safe and sanitised environment. Malls have the ability to handle crowds more efficiently and safely than markets and hence should be allowed to operate along with stand-alone shops and markets."

The prolonged closures have impacted the estimated 50 malls in Maharashtra that employ more than 2 lakh people, generate a business of ~ ₹ 40,000 crores and contribute ₹ 4,000 crores in GST, per month. It has also afflicted all the businesses associated with malls—on an average, a mall has 200 retail stores operating in it and over 5000 business entities associated with it as suppliers and vendors. Restarting malls will help ensure the survival of this ecosystem.

Malls have been diligently following all Standard Operating Procedures (SOPs) on preventive measures issued by the Ministry of Health & Family Welfare, Government of India, to ensure the safety of the staff & citizens. Malls associated with RAI have also been adhering to the detailed & comprehensive SOPs formulated by RAI to curb the spread of the virus. These SOPs are based on the framework of guidelines endorsed by the Indian Medical Association.

Business & Revenue Suffering

SCAI earlier had 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, the industry body

DUBAI: A POST-PANDEMIC INVESTMENT DESTINATION FOR INDIANS

Since the pandemic, interest in Dubai real estate has only increased - Q1 2020 saw a 15 per cent growth rate in the number of real estate transactions compared to Q1 2019

By Shajai Jacob, MD & Country Head – ApnaComplex & CEO - ANAROCK

More than ever before, Indians are now eyeing properties in Dubai. Investing in real estate has emerged as the quickest way to get a residency permit in UAE, and since 2017, Indians have ranked amongst the top 3 nationalities investing in property in Dubai.

"In 2019, Indians contributed 16 per cent of the housing sales in Dubai sales by volume – pushing in more than 8 billion AED into the sector. Since the pandemic, interest in Dubai real estate has only increased. Q1 2020 saw a 15 per cent growth rate in the number of real estate transactions compared to Q1 2019.

The total sales value of Dubai homes for the quarter touched 21 Bn AED, registering a growth of 5 per cent over Q1 2019. A large part of this was driven by Indians."

Where Indians Invest in Dubai

Indian HNIs have displayed differing predilections when looking for homes in Dubai since the pandemic began. For some, the grandeur and exclusivity they are used to in India is a major factor, and these buyers inevitably gravitate towards Palm Jumeirah, Marina and Downtown.

Most have shown a preference for the best options that are available.

Budget is not a constraint if all the trappings and accoutrements are in place.

On the other hand, investors looking at ROI are going for locations like Jumeirah Village Circle, Jumeirah Lake Towers, Meydan and Dubai Hills Estate. These locations offer very satisfactory returns on investments and the entry price is also very attractive.

Another demand variant is in terms of housing typology, and largely involves either apartments or villas. Family structure plays a big role – newly-married couples prefer to stay in apartments while larger families prefer independent villas.

Since the pandemic has reimagined the way offices and school function, the demand for larger-sized homes has increased. Existing homeowners in Dubai are now regularly upgrading from standard 3-bedroom homes to more spacious 3.5BHK offerings which provide added flexibility.

Economic Dynamics Behind the Dubai Property Boom

Dubai's real estate sector in Dubai contributes heavily to the country's GDP and is a reliable indicator of the overall economic scenario of the nation. In 2019, real estate



Special Events in Malls

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

DLF PROMENADE LAUNCHES NEW SHOPPING CAMPAIGN, 'BOUNCE BACK'

The COVID-19 pandemic has certainly increased awareness for holistic well-being and enabled us to make significant lifestyle changes. And one such change is that the pandemic has boosted the love of comfort wear thereby accelerating a trend towards wearing athleisure wear at all hours of the day. It has certainly become the day-to-night attire: comfy for the daytime Zoom meetings yet transitions nicely for the evening home work out or Netflix binge. DLF Promenade, has launched a new shopping campaign 'Bounce Back' till 31st July, offering uber-cool athleisure wear to its trend conscious patrons.

One can shop comfortable yet voguish athleisure wear from plethora of brands, all under one roof, such as Superdry Sport, Adidas Originals, Puma, Under Armour, Skechers, Nike, Adidas, Lacoste, Fred Perry, US Polo, Aldo, Adidas Young Athlete, Zara, Steve Madden and BHPC. From basic tees in pop & pastel colours to distinctive hues of tie-dye outfits, the collection across the brands will enable the shoppers to nail the athleisure look by mixing utility with fashion. As part of the campaign, the



shoppers will enjoy some lucrative offers. On shopping for worth INR 20,000, one lucky winner will win a Tote Bag exclusively designed by Desi Pop! The ones shopping for 5K and 10 K will get vouchers and a gym bag respectively.

In order to support and promote mental health

along with physical health, DLF Promenade will host multiple 'Live Instagram sessions' on mental well-being. To get some inspiration on how to create the trendiest athleisure looks for themselves, shoppers can follow DLF Promenade on Instagram & Facebook page for updates.

PACIFIC MALL ANNOUNCE DISCOUNT OFFERS FOR SHOPPERS

Pacific Mall, Dehradun, reopens its doors after second wave with strict SOPs and skilled maintenance team on ground to deliver their customers a safe shopping experience. Leading brands and retail stores are in full swing, looking at the positive customer sentiments have rolled out offers like never before.

Retail brands like Arrow, Van Heusen, Sabhyata, have come up with discounts upto 50 per cent and free products on a minimum shopping amount, to attract the consumers and give them a retail experience like never before. Van Heusen for the first time ever in Dehradun is giving additional ₹4000 worth shopping free on purchase of ₹19999 or more. Customers are also eligible to get a Duffel bag free on purchase of ₹6999 and above.

Some of the captivating offers by brand Arrow are merchandises worth ₹1000, ₹2000 & ₹5000 free

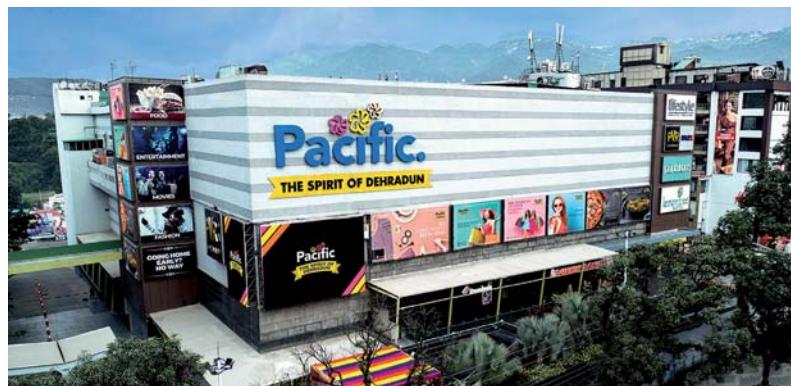
on shopping purchases worth ₹5999, ₹9999 & ₹19999 respectively. Sabhyata, a new-age ethnic brand is known for redefining designs, colors and styles in the contemporary Indian wear. The store is giving discounts up to 50 per cent on their entire collection comprising Kurtis, Kurta sets, Dresses, Indo-Western tops etc.

All the shoppers and staffers from Pacific have been fully

vaccinated, and are undergoing daily temperature checks upon entry to the mall. Wearing mask within the premises is mandatory. Contactless sanitizers are installed at common areas, disinfection at regular intervals of common spaces, controlled customer entry at mall and each store, encouragement of social distancing practices, are some of the additional preventive steps taken by mall authorities.

Along with the fine and secure retail experience, Pacific Mall in the last year only introduced state of the art Contactless Food Ordering and Payments app at food courts; which is still in practice for encouraging cashless payment methods at all stores and food court counters. Plexi Glass screens at the checkout/payment terminals to avoid direct contact between customers and staff, is prevalent as an extra precaution.

Commenting on the reopening of malls Abhishek Bansal, Executive Director, Pacific Group said, "We thank the government for opening mall as it will save many jobs and livelihoods of the people working in the mall. We will operate with all safety protocols and as per government guidelines. It is a feeling of extreme delight to witness positivity amongst our patrons, along with caution and care for their near and dear ones."



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