

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#94



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NOVEMBER 10-11, 2021
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Shopping Centres Next 2021: A Long-awaited Industry Brainstorm

With great pleasure and pride, we inform our readers that the inaugural edition of Shopping Centres Next on September 1-2 in Goa was a huge success. It was quite fascinating to see India's shopping centre industry celebrating a triumphant return to the first on-ground mega industry gathering in over 18 months.

The two-day event was attended by more than 200 industry experts, shopping centre developers, retailers and analysts, following all COVID guidelines and protocols mentioned by the government. Marking a tremendously positive resurgence from the challenges of the past year, the event themed on 'Creating India's Next-generation Social Spaces', reflected the innovations that developers and retailers must embark upon to reinstate unique visitor lifestyle experiences that only physical spaces can offer.

The event had masterclasses, roundtable discussions, sessions and conferences which was a learning experience for the new attendees and the ones who had been a part of such programs in the past. Omnichannelisation of shopping centres along with the influence and impact of technology and digital upgradation were the main topics of discussion and most shopping centres talked about their innovations and achievements in this area over the past two years.

The September edition of Shopping Centre News magazine highlights the key elements of the event. We thank those who attended and were part of the event and also to them who supported us to make it a huge success. This turned out to be another feather to the list of our industry-leading retail intelligence events, and gave us the requisite belief to push forward with strong focus on our forthcoming mega industry gatherings.

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.

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S-61 A, Okhla Industrial Area Phase 2, New Delhi 110 020.

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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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Shopping Malls Report Uptick in Sales with Fully Vaccinated Staff and Shoppers

Shopping malls had to close operations in the initial weeks as the rule mandated all employees and staff members to be fully vaccinated along with the visitors in order to reopen. But they have bounced back strongly with almost every shopping mall now working with a fully vaccinated staff.

By Shopping Centre News Bureau



Malls in Mumbai on Slow Recovery Track Post Mandatory Fully Vaccination Rule

Regardless of the relaxation in lockdown rules by the Maharashtra government last month, which allowed malls to re-open, the addition of a new rule making

continue to be low ranging from approximately 20-30 percent compared to pre-COVID levels.

Shopping malls had to close operations in the initial weeks as

working with a fully vaccinated staff. Even with low footfalls, malls are bullish on registering an uptick in sales within few months.

Malls across MMR have diligently respected the new rule and in sync with local administration have made sure that entry inside the mall premises is possible only for fully vaccinated people. Stringent checks of vaccinated certificates are happening at security gates by malls.

Alongside, there are frequent visits by local municipal authorities inside malls in order to make sure COVID-19 SOPs are being followed in a vigilant fashion. Although few malls have asserted that local municipal authorities are discriminating in terms of implementation of rules and regulations and shops on high streets are functioning in full force without any adherence to COVID-19 norms.

Albeit slow recovery in business, the brighter side for malls is the

high conversion rate in each store and the uptick in sales volume. Customers visiting the malls are being seen as genuine buyers as with new rules, the window shopping experience is curtailed and walk-ins are generating high business volumes.

From digital campaigns to in-store discounts, shopping malls are doing their bit in attracting the footfalls but they are pinning their hopes on speedy vaccination for an all-around economic recovery. With the Centre's focus now shifting on vaccinating the middle class and age group of 18-45 in priority, shopping malls are bullish that dark days of businesses shall depart soon.

Maharashtra health minister's statement that there are no potential signs of a third COVID wave yet in the state of Maharashtra is some words of relief for the retail industry as this industry is among the first ones to be shut if a lockdown is implemented.



it mandatory for all to be fully vaccinated in order to enter the mall premises has hit the retailer industry quite strong. Footfalls across the malls in Mumbai Metropolitan Region (MMR)

the rule mandated all employees and staff members to be fully vaccinated along with the visitors in order to reopen. But they have bounced back strongly with almost every shopping mall now

Shopping Malls Globally Call for Strict Measures, Only Vaccinated Shoppers Allowed to Shop

Shopping Centre News Bureau brings you a roundup of some of the prominent structural changes in the shopping mall industry around the globe

By Shopping Centre News Bureau



Union Properties Exits Dubai Shopping Mall Project in \$114m Deal

Union Properties has announced that it has signed a memorandum of understanding to exit from the ownership of a shopping centre under construction in Motor City in Dubai.

The deal is valued at AED420 million (\$114.3 million) and was signed with an unnamed real estate developer in Dubai, according to a filing to Dubai Financial Market.

Khalifa Al Hammadi, Chairman of Union Properties, said, “We have recently studied the needs of the real estate market in Dubai, accordingly, and to achieve the strategy and vision of the board of directors, it was necessary to

diversify the real estate portfolio owned by the company in line with the supply and demand in the real estate market, as Union Properties holds a decent amount commercial spaces, whether in Motor City or in our Uptown Mirdiff project.

“Accordingly, the board decided that it is for the best to exit the shopping centre under construction when a suitable offer was obtained.”

Last month, Union Properties said it saw profits increase by 483 percent in the second quarter of the year compared to Q1, reaching AED26.83 million. Figures for the first six-months of the year were



similarly bullish, with a total profit of AED32.4 million compared to a loss of AED160.4 million for the same period last year.

City of Toronto to Host COVID-19 Vaccine Clinics at 5 Shopping Malls

The City of Toronto says it is holding COVID-19 vaccine clinics at five shopping malls across the city in push to get 90 per cent of Torontonians fully immunised. Officials said the clinics will run Saturday and Sunday (Sept. 25-26) from 12 p.m. to 5 p.m. at the following malls:

- Fairview Mall – 1800 Sheppard Ave E.
- Sherway Gardens – 25 The West Mall
- Shops at Don Mills – 1090 Don Mills Rd.
- Toronto Eaton Centre – 220 Yonge St.

- Yorkdale Shopping Centre – 3401 Dufferin St.

The city said the clinic locations were chosen as part of Toronto’s “Team Mobile Strategy” approach to remove barriers and bring vaccines to residents in areas and settings that have low vaccination coverage or are at risk of contracting COVID-19.

The malls were also chosen as they are part of residents’ everyday lives, officials said. The campaign is being called #ShopAndVax.



shopping centres next

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SHOPPING CENTRES ASSOCIATION OF INDIA

CREATING INDIA'S NEXT-GENERATION SOCIAL SPACES: AN INDUSTRY BRAINSTORM

Attendees at the two-day Shopping Centres Next event held in Goa this month, and themed on 'Creating India's Next-generation Social Spaces', reflected upon the innovations that developers and retailers must embark upon to reinstate unique visitor lifestyle experiences that only physical spaces can offer.

By Shopping Centre News Bureau

India's shopping centre industry celebrated a triumphant return to the first on-ground mega industry gathering in over 18 months at Shopping Centres Next in association with **Shopping Centres Association of India (SCAI)** and powered by **Bestseller India** at the Grand Hyatt, Goa on September 1-2, 2021.

The two-day event was attended by more than 200 industry experts, shopping centre developers, retailers and analysts, following all COVID guidelines and protocols mentioned by the government. Marking a tremendously positive resurgence from the challenges of the past year, the event hosted by IMAGES Group, themed on '**Creating India's Next-generation Social Spaces**', reflecting the innovations that developers and retailers must embark upon to reinstate unique visitor lifestyle experiences that only physical spaces can offer.

The day began with a series of Masterclasses, the first of which titled '**2021: A Time for Action**' — was presented by internationally renowned shopping centre expert Phil McArthur, CSM, CDP, CRX, Founder and Chairman, McARTHUR Retail Development Specialists.

"Global and regional retail markets have been shaken over the past year. The impact of lockdowns and other COVID-19 prevention protocols has kept our valued customers at home. E-commerce has gained a further foothold through professional execution and lower prices. With such challenges, how do we plan for success with our retail developments in the future?"

NEXUS MALLS LEADS ROSTER OF INDIA'S MOST INNOVATIVE, SUCCESSFUL SHOPPING CENTRES AT IMAGES SHOPPING CENTRE AWARDS 2021

Inorbit Malls, Orion Mall, South City Mall receive multiple honours, and Select CITYWALK was adjudged Most Admired Shopping Centre by retailers.

By Shopping Centre News Bureau



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As the grand finale of Shopping Centres Next 2021, India's largest shopping centre intelligence event, the IMAGES Shopping Centre Awards (ISCA) 2021 powered by Bestseller India recognised excellence in the country's retail real estate industry on September 2, 2021 at Grand Hyatt, Goa. Shopping centres from across India were acknowledged for innovation and business performance in a glittering ceremony attended by India's leading retail and mall development companies.

Nexus Malls was a dominating presence in the list of the evening's awardees, leading with seven honours, with the company's CEO Dalip Sehgal being declared the 'IMAGES Most Admired Shopping Centre Professional'. The title of 'IMAGES Most Admired Shopping Centre: Green Initiatives' was bestowed upon Seawoods Grand Central Mall (Nexus Malls), while the trophy for 'IMAGES Most Admired Shopping Centre: Transformative Innovation' went to Inorbit Malls; 'IMAGES Most Admired Shopping Centre: Tech Implementation' was given to Phoenix Marketcity Bangalore, and the category of 'IMAGES Most Admired Shopping Centre Mobile Application' was awarded to Lulu Mall App.

Trophies for 17 award categories were given away, based on votes and scores from an independent jury comprising India's leading consulting companies, International Property Consultants (IPCs) and BD Heads from retail



COLLABORATIVE INNOVATION BETWEEN SHOPPING CENTRES AND RETAILERS IS THE NEED OF THE HOUR

The primary focus of the roundtable discussion was to discuss the future of retail real estate as an asset class and to find the right mix, spreading risk, and building profitability, creating integrated retail spaces to capture 24*7 consumer activities and needs in the current situation.

By Shopping Centre News Bureau



In an attempt to announce the return of normalcy to the real estate and retail sectors, IMAGES Group in association with Shopping Centres Association of India (SCAI), organised a roundtable titled 'Collaborative Innovation Between Malls and Retailers', at the inaugural session of 'Shopping Centre Next 2021'. The session was conducted on September 2, 2021, at Grand Hyatt, Goa, which witnessed a gathering of experts from the shopping centre and retail industry. The event was conducted keeping all the COVID guidelines mentioned by the Central and

the State governments, giving importance to social distancing and hygiene.

The primary focus of the roundtable discussion was to discuss the future of retail real estate as an asset class and to find the right mix, spreading risk, and building profitability, creating integrated retail spaces to capture 24*7 consumer activities and needs in the current situation.

The experts discussed the changes in business needs, experiences, drivers and profitability models of post-2021 shopping centres in India. The primary focus was on the

collaborative innovation between tenants and developers, which is predicted as a win-win game in these challenging times. The panel also discussed the lessons learnt from the challenges of 2020-21 to build mutual resilience and growth for the future.

Moderated by **Rajendra Kalkar**, President West/Whole-Time Director, Phoenix Mills and **Vineet Gautam**, CEO, Bestseller India; the session witnessed a discussion between the retailers and mall developers, on the challenges related to post-COVID scenario. Few speakers joined the session via video call as well.

The other speakers in the panel included:

- **Abhinav C Ajmera**, President- Leasing, Omaxe
- **Ashish Gupta**, AVP- Leasing, Elan Group
- **Dr. Dheeraj Dogra**, Chief Leasing Officer, Spaze Towers
- **JP Biswas**, Leasing Consultant, KW Group
- **Jayen Naik**, Senior VP- Operations & Projects, Nexus Malls
- **Nandini Taneja**, VP Leasing, Reach Developers
- **Akash Srivastava**, AVP- Business Development, Jubilant Foodworks (R)
- **Arif Raza**, AVP, Retail Business Development, Vedant Fashions
- **Manish Chandra**, BD Head, Skechers
- **NP Singh**, Director-BD, Samsonite South Asia
- **Nikhil Jatinder**, Head- Business Development, Nike (RJ Corp)
- **Nagendra Rathod Sr.** V.P Sales & Marketing - Sheetal Infrastructure
- **Ravinder Choudhary**, BD Head, Vegas Mall
- **Rohit Gopalani**, National Head- Leasing, Inorbit Malls
- **Shriram PM Monga**, Director, Arklan
- **Zubin Jall**, Executive Director, Real Estate-World trade Center-Nagpur
- **Preeti Chopra**, National Head-BD- Retail Raymond
- **RA Shah**, Advisor_ Property, Trent

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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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Cover Price	₹1200	₹2400	₹3600
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With locations in practically every country, city, town and transport hub, and options ranging from an hour's coworking to multi-year office space leases, IWG enables people and businesses to work where, when and how they want. The spaces are designed for productivity and come with everything included, whether it's industry-leading technology, a professional reception service or quality food and drink.

The solutions are risk-free and have zero balance sheet impact and IWG makes sure that customers are free to focus on their core business. In an exclusive interaction with Shopping Centre News, **Harsh Lambah, Country Manager for IWG in India** talks about the brand journey, concept, services and evolution of the brand in post and pre COVID era.

IWG: THE PIONEERS OF FLEXIBLE AND COWORKING SPACES GLOBALLY

With presence in 120 countries, across 1100 cities including 200 coworking spaces in 16 cities in India, IWG is the only global leader to have presence in Tier II cities as well.

By Shopping Centre News Bureau

Tell us about the brand journey? Please elaborate on the important milestones of the journey?

Our brand is widely seen as the gold standard within the industry, having been the pioneers in this category. We have been in this industry for more than 30 years and during this time introducing new brands, products and services to meet the ever-evolving needs of hybrid workers.

IWG first launched in India in 2005 and now has over 200 locations across 16 cities and is growing to meet demand. The past year has been one of the most pivotal in our history adding more than two million customers to the network globally and attracting 900 new enterprise clients so far in 2021 alone.

The co-working space is becoming a new trend for commercial retail real estate. Your views on the impact and trends from the industry prospect?

Co-working spaces will continue to grow in popularity as employers provide their workforce with a "third space" to work from to avoid long daily commutes into the HQ and to provide a professional and productive space for people outside of the home environment. We have already seen many of the world's largest businesses shift to this model including NTT who signed a global deal for more than 300,000 employees with IWG.

Retail is now going to probably play a bigger part, in terms of the flex workspace industry. From the IWG perspective, we've already been one of the retail landscape journeys in India as we have got multiple workspaces across the country. I think we're very bullish in terms of creating more partnership and relationships in terms of the retail space within the real estate area.

Tell us about the USP of the brand?

IWG has been at the forefront of hybrid working for decades, having created the flexible workspace industry with the launch of Regus. Now the business has a portfolio of almost 20 globally recognised brands, which also include Spaces, Signature, HQ, Clubhouse and The Wing.

The organisation continues to be the world's leading provider of flexible workspaces with a presence in 120 countries globally across thousands of locations. It offers a holistic workspace solution supporting companies however their employees choose to work; whether that's mobile, at home or at one of their centres. The business has an unparalleled network of office, co-working and meeting spaces for companies to use in virtually every town and city in the world. Through this network of locations and range of operating brands, each with their own unique workstyle, IWG gives people the freedom to choose their own way of working – wherever, whenever and however they need.



RISE OF THE SOCIAL SHOPPING MALL

Traditional shopping malls have understood that they need to stay relevant and maintain a healthy relationship with their customers. As a result, mall owners have been investing more time and money into online social platforms with the main goal of driving foot traffic and ultimately increasing sales.

By Sachin Dhanawade,
Chief Operating Officer
(COO) Retail & Real Estate,
Grauer & Weil (India)
Limited (Growel's 101 Mall)



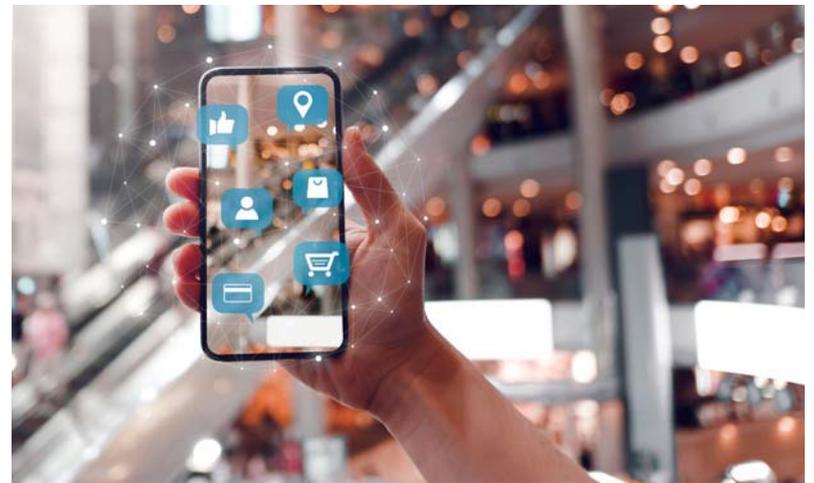
Today, shopping malls have modified into much more than just a meeting or gathering spot for youngsters on weekends. In addition, due to the legitimate reasons, malls have undertaken an evolutionary change.

To overcome the current hardships of pandemic restrictions, all the while maintaining a connect with their customers, it has led malls to amp up their social media engagement. Traditional shopping malls have understood that they need to stay relevant and maintain a healthy relationship with their customers. As a result, mall owners have been investing more time and money into online social platforms with the main goal of driving foot traffic and ultimately increasing sales.

Social media for success

A strong social media presence entails engaging with customers using various social media platforms such as Instagram, Facebook, WhatsApp and others. It has become the new norm in retailing. Catching on the popular culture, at Growel's 101 Mall, we have brought forth a number of unique initiatives to entice customers. We have increased our social media conversation through selfie and experiential installations at the mall. These attractive installations in the mall led to organic engagement. The mall even went on to host a selfie contest which further enhanced customer engagement.

Additionally, with the aim of reaching out to even more of the



public, malls are also using the option of shoppable stories with call to action buttons. With more and more people jumping on the social media bandwagon and ultimately entering the world of social commerce, online engagement is gradually becoming more and more mainstream.

Going forward, social media will also be used to increase malls' overall

brand perception, curating content to signify that they're places where people want to build experiences and not just a place to shop.

Creating social media moments

To engage with customers organisations can now be seen collaborating with social media

Special Events in Malls

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



INORBIT MALL HYDERABAD CONDUCTS A LUXURY CUSTOMER EXPERIENCE WORKSHOP FOR ITS RETAIL PARTNERS

Over the years, Inorbit Mall, Hyderabad has created its own niche by constantly undertaking efforts to create a superior shopping experience. As an endeavour to exceed customer expectations, Inorbit Mall, Hyderabad recently organized an exclusive 'Luxury Customer Experience Workshop' for its retail partners. The workshop was conducted by Miss Greeshma Thampi, a certified Image consultant and corporate trainer. The core objective of the workshop was to help the retailers understand the scenario of modern luxury & the needs of HNI's in the premium/luxury segment. It also enlightened the participants with skills to not only excel in customer service but also establish long-lasting relationships with customers.

Greeshma Thampi made the workshop more interactive with real-life case studies, debates and a brainstorming session.

The attendees were given an opportunity to share their experiences and challenges faced by them that helped the host to review the scenarios and suggest the way forward. Adhering to the protocols and all safety measures, the workshop was organized in

2 batches with 25 participants in each batch. The participants were the employees from Inorbit Mall Hyderabad's retailer partners.

Speaking about the workshop, Sharat Belavadi, Centre Head at Inorbit Mall, Hyderabad said, "In today's retail landscape, it is very crucial to upskill the retail associates as they are tasked with delivering new experiences to the customers directly. We at Inorbit Mall have been working consistently towards the well-being and upskilling of its retail partners. The continuous learning experience embedded in the flow of work will maximise the retail employees' potential. Being equipped with the right technology skill alongside developing the soft skills will improve the ability to understand the customers and gain their loyalty. With this workshop, we aim to provide an international standard of shopping experience to our customers."





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