

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

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Aligning Shopping Centres and Retail with New- Age Connected Consumers

In the current scenario, it is very important to understand how retailers, mall developers, and tenants can work together to create destinations and experiences that reflect today's buyer behaviour? As things stand, tenants and mall owners will need to rethink traditional partnership models to cooperatively drive new lifestyle, social, and retail offerings. Across all important verticals, occupiers and retail real estate leaders must work together to generate customer confidence, co-create digital triggers, drive demand, and re-energize topline.

For a long time, much has been talked about 'experiential' shopping spaces, and now the time has come to evolve them to 'phygital' spaces. Mall developers are embracing feedback more and more from the retailers on how the current shopping centres need to embrace the phygital element, as well as their inputs for all future shopping centre developments. After all, nobody has their ears closer to the shopper than the retailers – the big box retailers, the boutique stores, as well as the online retailers. It is only with their constant feedback and inputs that developers can create the right mix of shopping spaces.

With great pleasure and pride, we inform our readers that the second edition of Phygital Retail Convention (PRC) held at Hotel Renaissance on November 10-11 was a huge success. It was quite fascinating to see Indian retail and the shopping centre industries celebrating a triumphant return to the on- ground mega industry gathering.

The two-day event had masterclasses, roundtable discussion, sessions and conferences, highlighting, analysing, emphasizing and discussing the current situation and road forward from both retail and shopping centre fraternity.

The November edition of the Shopping Centre News 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 intelligent 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.

(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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Shopping Centres Welcome New Brands Across Categories

Shopping centres are resuming and recording sales in a big way as festival season continues. As a result, every mall is on verge of ending the year on a positive note with the signing of new brands.

By Shopping Centre News Bureau



Reliance Lifts the Curtains to India's First Open Air Rooftop Theatre in JWD

DLF Mall of India continues to strengthen its retail and F&B portfolio by welcoming more than 30 new international and homegrown brands across categories in Q2 of the current financial year. While it has been an arduous year for businesses across the globe, the domestic retail industry has been positive and organized retail is witnessing a faster recovery following the easing of restrictions and pent-up demand. With this DLF Mall of India has already opened 25 new retail stores across fashion, beauty, electronics, and food & beverage in the last three months.

Pushpa Bector, Executive Director, DLF Retail commented on this "We are optimistic about the market and will continue to invest in bringing newer experiences for our customers without compromising on their safety. DLF Mall of India has been a marquee property under our portfolio and has seen an upgrade in its retail and F&B portfolio by bringing in some exciting brands and first of its kind concepts for its patrons. We are the first port of call for both domestic & international

brands and delighted to add 30 new brands in an already strong mix of retail and F&B offerings. With increasing inoculation and life returning to normalcy, we are

said on this "With the reopening post COVID-19 second wave, we have already witnessed a consistent growth in footfalls & sales and steadily moving

confident that the recovery for retail and F&B business will be accelerated. We are expanding the existing portfolio of brands at the mall to provide newer experiences to our customers without compromising on their health or safety."

Bolstering the fashion category, DLF mall of India opened three new international fashion brands; the first ever Nike Rise flagship store in the country, Levi's Tailor Shop (only outlet in north India) where customers can get their denims customised & personalised and global lifestyle brand Guess. The Beauty category was further strengthened by the country launch of Anastasia Beverly Hills.

To further reinstate its positioning as the hub for wedding & festive shopping destination, the mall added two popular jewelry brands – Melorra & Orra which will offer a wide variety of contemporary & exquisite jewelry collections to its customers. Along with this, the retail stores of premium lifestyle brands such as Nut Lounge, Armonia, CFS Vision, Oasis and the Liquor store have also been added in the retail landscape of the mall.



confident that the retail industry will see an upward swing, and there will be tremendous scope for growth in the business."

Manish Mehrotra, VP and Centre Head, DLF Mall of India,

towards normalcy as consumer sentiment has improved due to faster vaccinations. We are receiving phenomenal response from our patrons and with festive season around the corner, we are

Urban Square Commences Registry, Executes Sales Deed for Natura Marmo

North India's leading real estate developer Bhumika Group announced that Natura Marmo -- one of the leading suppliers & exporters of Indian granite, marble, sandstone, limestone and quartzite from India -- has taken up 847.53 sq. ft space at Urban Square Mall. The company executed the sales deed registry of the company.

Urban Square is located 20 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 pilgrimage destination, since it is located on the Gaurav Path, NH-8, Urban Square.

Neerav Jain & Tushar Maru,

Owner of Natura Marmo Granite Co., said, "We wanted a presence at the most happening place, and Urban Square is the address that will bring in the required footfall

for us. The mall is also going to attract numerous tourists, which will help us add value to our credibility after they will go through our products here."



Bhumika Group has recently completed phase 1 of the iconic Urban Square mall. Out of the total 1.8 million sq ft, around 1 million sq ft is ready for the fit-outs. The mixed-use development has a mall positioned as 'All Under One Roof' Mall and Multiplex with Retail, Lifestyle, Offices, 5 Star Hotel, a Food Court, Gaming Zone and many more entertainment options.

"We are happy to announce that we have started registry process; it is an indication that everything at the mall is going as promised and planned. We've always talked about positioning, and this mall will help brands achieve their goals. For both the brands and us, it's a win-win situation," says Uddhav Poddar, Managing Director, Bhumika Group.

Mall of India Welcomes More than 30 New Brands Across Categories

Reliance Retail announced the launch of country's first open air rooftop theatre on November 5 at Jio World Drive Mall, Mumbai. The theatre will be operated by PVR, and will have a capacity to accommodate 290 cars and claim to have the biggest screens in the town, an official statement highlighted.

Isha Ambani, Reliance Retail Director said Jio World Drive is born from an insight that the modern-day customer views shopping as a sensational experience- that is filled with fun, exploration and discovery. "With JWD, we

are bringing the best retail and entertainment experiences from around the world to Mumbai. It is not just a brand or a place but a whole new world of personal experiences that will enthrall and engage customers like never before. She added "This vision has led to yet another redefining experience for Mumbaikars with the opening of the Jio drive-in theatre," she stated.

With the opening of the first premium mall JWD in Mumbai, the JWD will also have 'The Bay Club' which will be accessible to members only and will house only advance sports and athletic facilities.



Omaxe Leases Over 58,000 sq.ft. in Omaxe World Street, Faridabad

Omaxe has leased 58,222 sq. ft. in its operational high street project Omaxe World Street in Sector 79, Faridabad, an official statement highlighted.

In the first six months of this fiscal ending September 2021, ten brands across a wide range of categories have opened their stores in this themed project whose architecture and ambience are inspired by the world-renowned shopping destinations of London, Hong Kong, Portugal, Athens, and Amsterdam.

Jatin Goel, Director, Omaxe Ltd commented on this development, and said, "Considering that the economy was severely affected for



2-3 months due to the Second Wave of the COVID-19 pandemic, the strong revival of the economy due to rapid vaccination and pent-up consumer demand has sparked interest by retailers. Besides, the location of World Street,

in the middle of a thriving indulgent consumer class, is another reason for the interest shown by retailers and shoppers."

It is reiterated that the company had leased over 31,000 sq. ft. from November 2020 – February 2021. The festive season last year witnessed record footfall.

The project is accessible within 15 min drive from three metro stations on Delhi – Ballabgarh metro line, namely Bata Chowk, Neelam Chowk, and Escorts Mujesar. Wide sector roads, several highways & expressways, etc. are facilitating the influx of people from Delhi-NCR, NIT, and Old Faridabad region.

RETAILERS VIEWPOINT ON 'PHYGITAL' SHOPPING SPACES'

The session 'Retail Business Development Town Hall: Retailers Viewpoint on 'Phygital' Shopping Spaces', at Phygital Retail Convention, brought developers who create iconic experiences, and leading retailers, who are redefining the digital experience together, on one collaborative discussion platform, where a hotbox of ideas that have malls embracing Phygital retail to add value to the customer's journey were discussed.

By Shopping Centre News Bureau



For a long time, much has been talked about 'experiential' shopping spaces, and now the time has come to evolve them to 'phygital' spaces. Mall developers are embracing feedback more and more from the retailers on how the current shopping centres need to embrace the phygital element, as well as their inputs for all future shopping centre developments. After all, nobody has their ears closer to the shopper than the retailers – the big box retailers, the boutique stores, as well as the online retailers. It is only with their constant feedback and inputs that developers can create the right mix of shopping spaces. The session 'Retail Business Development Town Hall:

Retailers Viewpoint on 'Phygital' Shopping Spaces', at Phygital Retail Convention, (November 10-11) at Hotel Renaissance brought developers who create iconic experiences, and leading retailers who are redefining the digital experience together on one collaborative discussion platform, where a hotbox of ideas that have malls embracing Phygital retail to add value to the customer's journey were discussed.

The talking points of the discussion were:

- The next centres creation - Mix, design, relationships, digital revolution
- Drive customers back to the malls, when engagement with digital devices is on the rise
- Create new reasons and seasons to visit the mall
- Enhance Omnichannel experience for customers
- Elevating the shopping centre spatial experience to the tribe of Online Shoppers
- Mall Environments that engage Digital Millennials
- Incorporating Distribution into Shopping Centres
- Accelerating Developer–Online Retailer Collaboration: both need each other
- **Lokesh Chopra**, Head of Sales and Business Development, Alcis Sports Pvt. Ltd
- **Priyaranjan Manay**, Head of Marketing, Pepe Jeans India
- **Manish Vig**, Retail Head, VIP Industries Ltd
- **Preeti Chopra**, National Head BD –Retail, Raymond Apparel Ltd.
- **Kanika Malkotia**, AVP – BD, PVR
- **Nikhil Tiku**, Senior General Manager- Real Estate & Business Development, Reliance Brands
- **Manik Dhodi**, Director Real Estate, Adidas Group India
- **Arun Sharma**, Operations Head Retail, Spykar
- **Sudeep Nagar**, COO, BlueStone
- **Shadab Khan**, Head BD, Being Human Clothing

The retailers panel included:

- **Anil Sharma**, COO - Retail, Ferns N Petals
- **Rahul Seth**, Co-Founder, Burger Singh
- **N P Singh**, Director – BD, Samsonite South Asia.



powered by



IRA 2021: A CELEBRATION OF EXCELLENCE IN RETAIL

The 17th IMAGES Retail Awards, powered by Vegas, honoured outstanding retailers and professionals who excelled in every aspect of retail – technological innovations, customer experience and making profits, in front of an audience comprising the who's who of retail in India.

By Shopping Centre News Bureau

At the grand finale of Phygital Retail Convention, India's largest go-to retail intelligence event, the 17th annual IMAGES Retail Awards (IRA), powered by Vegas, recognised excellence of India's most outstanding achievements in retail at Hotel Renaissance on November 11, 2021.

Instituted in 2004, the IRA recognises and honours outstanding achievements in every major format and category of modern retail in India. It also

recognises the contribution towards the retail industry at large across all formats like department store, hypermarket, specialty stores, kiosks, express formats, online store, e-retailer, etc.

With no end in sight for the rise of e-commerce, with digitalisation and tech innovations leading from the front, it has become very important for the retailers, shopping centre developers, city planners and communities to work together for creating a new ecosystem of lifestyle destinations.

Retail destinations are often at the very forefront of customer experience and connection. IRA honoured outstanding retailers and professionals who excelled in every aspect of retail – technological innovations, customer experience, and making profits, in front of an audience comprising the who's who of retail in India.

Nomination and Jury Process: IRA 2021

IRA nomination categories and entry details are announced

through the website, magazine ads, and tele-calling to prospective nominees in all proposed categories. The prelim jury identified best performers among retailers. Prospective nominees submitted their nominations in the form for presentations and Excel sheets, which were checked by the IRA audit team for eligibility, completeness and data correctness. The jury comprised distinguished personalities in the field of research and analysis with thorough insights into the retail business.



KEEPING UP WITH THE FESTIVE SPIRITS 365 DAYS

Festive, holiday and wedding season hold utmost importance for the business of malls and shopping centres. The shopper visits the mall not only to shop but more so to get herself entertained and enthralled with the offers and décor that are put together to welcome her. How a particular mall heightens up the festive spirit is what would make it stand out from its competitors.

By Zainab S Kazi

The recently concluded Diwali season in India brought with it the much-needed respite for shopping centres across the country. Majority of the malls managed to clock in better footfalls, sales and revenue as compared to 2019. To hear it from one of the most vibrant mall chains of India, **Naviin Ibhrampurkar, Head of Marketing and Corporate Communications, Inorbit malls** shares, "This festive season shone bright reflecting positive consumer sentiments. Hyderabad & Vadodara have shown good growth with Hyderabad clocking 37 per cent growth while Inorbit Vadodara at par, compared to 2019. Several

exciting brands opened their outlets in our malls across cities. Inorbit Vadodara has new brands like Wildcraft, Kiaasa, The Deccan Biryani and Belgium Waffle; Spykar and W Lounge opened a new store at Inorbit Malad; Inorbit Vashi also saw two new brands - Waffle World and British Brewing Company. Clarks opened at Inorbit Hyderabad. We are expecting a few more brands to come on board in the coming months like Socials making an entry at Malad."

Bengaluru's Phoenix Marketcity too saw a fantastic festive season with a 80 per cent recovery in footfalls in comparison to the figures clocked in during 2019-2020 and opening of 10 per cent to 12 per cent of more stores in comparison to the previous year.

Citing the current sentiments, **Sachin Dhanawade - Chief Operating Officer (COO) Retail & Real Estate, Grauer & Weil (India) Limited**, which operates

Growel's 101 Mall in the Kandivali suburb of Mumbai shares, "Shopping activity in malls has picked up, though footfalls are lower than the pre-pandemic levels, there has been a massive jump in spending which is almost 3X of the pre-pandemic levels. A major driver to this has been the Indian festive season. Elongated closures of malls affected retail businesses immensely however, shopping activity across categories such as jewellery, footwear and apparels have witnessed a steady uptake as festive shopping started." The mall décor adopted to enthrall its shoppers, Growel's décor this Diwali was themed on the largest ancient epics in world literature - The Ramayana. Symbolising the triumph of lights over darkness, Growel's 101 created a mesmerising tunnel of lights to brighten up the mood of the consumers at the entry of the mall.



LULU GROUP SHOWCASES UPCOMING SHOPPING CENTRES

LuLu Group has been a long-time partner for the IMAGES Group. The UAE based conglomerate — with its flagship retail chain of LuLu hypermarkets and supermarkets — has operations spread over 22 countries. Under the dynamic leadership of M. A. Yusuff Ali – Chairman and Managing Director, the Group has successfully evolved

through the supermarket and hypermarket transition to high profile shopping malls.

The Group has also been ranked third in the prestigious “Forbes Top 100 companies” making an impact in the Arab world. In addition, LuLu Hypermarket has also been ranked by Deloitte as one of the ten fastest-growing retailers in the world.

Having entered the Indian market

with LuLu Mall, Kochi in 2013, the Group has extensive expansion plans in the country. With three operational malls in India, including the recently launched Global Malls in Bengaluru, LuLu is now gearing up to add two more feathers in its cap – LuLu Malls in Thiruvananthapuram and Lucknow.

Guests at the IMAGES Retail

Awards 2021 ceremony were treated to previews of LuLu Group’s Thiruvananthapuram and Lucknow properties, with **Ashraf Ali M.A., Executive Director, LuLu Group International** attending as a special guest.

He presented the trophy for the IMAGES Most Admired Retailer: Customer Relations to Tommy Hilfiger at the ceremony. ●



LuLu Mall Thiruvananthapuram is located on NH 66 bypass at Akkulam. The 1,85,800 sq.m. development will house 300+ national and international brands, and 12 anchor stores including the LuLu Hypermarket spread across 18,500 sq. m. The mall will house a 12-screen multiplex and a 7,400 sq. m. Family Entertainment Centre, which will include a 1,800 sq. m. Trampoline Park. It will also feature a 2500-seater food court, as well as several restaurants and cafes, that serve various regional, international and specialty cuisines. There will be parking for 3,800+ vehicles, supported by a multi-level car park, spectacular flagship store designs, combined with an ample offering of food and entertainment.

LuLu Mall Lucknow will be located within Sushant Golf City with a total development of 1,85,800 sq. m. The mall will house over 300 national and international brands and will feature a 6,000 sq. m. Family Entertainment Centre as well as a 1,600 seater Food Court, with a wide range of dining options. The parking facility includes a highly sophisticated traffic management system and a multi-level car park, which is directly connected to the shopping centre on all floors.



Ashraf Ali M.A. is the Executive Director of LuLu Group International, the largest retailer in the MENA Region, headquartered in Abu Dhabi.

Born and raised in Nattika, Kerala, Ashraf Ali M.A, first came to UAE in 1981 to join his illustrious elder brother Yusuff Ali M.A. A Post graduate in Business Administration, Ashraf Ali started as a Business executive in the family-owned Cold Stores and food trading business. He soon started to take on bigger roles and challenges during the aggressive expansion period of the LuLu Group into hypermarkets and shopping mall sectors.

Known as a hardcore professional who can handle a wide range of corporate roles, he is spearheading the global operations and expansions of the group. Being the Executive Director of the Group, Ashraf Ali is overseeing the creation of a retail brand that matters across the globe and scripting a successful saga for the business.

He has been playing an instrumental role in the rebranding and direction of the new LuLu Hypermarkets by introducing larger and more varied range of products along with more focus on service, quality and value.

CLICK & BRICK MUST INTEGRATE IN MALLS ECOSYSTEM

With the rise of e-commerce, malls must consider omnichannel as a viable strategy for survival. Malls have a lot of potential to leverage digital technologies to improve the customer journey and shopping experience. Customers desire a seamless, frictionless experience across all channels, with no distinction between them.

By Shopping Centre News Bureau



How can retailers, developers, and tenants work together to create destinations and experiences that reflect today's buyer behaviour? Tenants and mall owners will need to rethink traditional partnership models in order to cooperatively drive new lifestyle, social, and retail offerings. Across all important verticals, occupiers and retail real estate leaders must work together to generate customer confidence, co-create digital triggers, drive demand, and re-energize topline. In Phygital Retail Convention 2021, all the stakeholders came together to

brainstorm on the pertinent aspect of 'Malls & Digital Integration with Brands & New Age Consumers'.

Key Points Discussed

What does the term 'Phygital' mean for retail destinations and locations? How can retail real estate developers and retail tenants co-create destinations and experiences that reflect the reality of today's shopper behaviour? Collaboration will be the key and tenants and mall owners need to rework conventional partnership structures to jointly drive new lifestyle, social and retail offers. The onus rests on both occupiers and retail real

estate leaders to build consumer confidence, co-create digital triggers, drive demand and re-energise topline across all key verticals.

How can digital experiences and tools be infused in brick and mortar retail to deliver phygital shopper experiences?

- The phygitalisation of retail spaces: The retailer – shopping centre collaboration
- The true phygital world: Unlocking the power of shopping centres for experiential online experience
- Consumption needs a strong boost and therefore mall-retailer

partnership is going to be the key approach. How can mall-retailer partnerships lead the way?

This intriguing session was moderated by **Pankaj Renjhen**, COO & Jt. Managing Director, ANAROCK Retail and the panel included some of the prominent stalwarts of retail industry like:

- **Deepak Aggarwal**, Founder & MD, Kazo,
- **Harsh Bansal**, Director, Vegas Mall & Unity Group,
- **Jatin Goel**, Executive Director, Omaxe Group,
- **Mukesh Kumar**, CEO, Infinity Malls; Chairman, SCAL,



URBAN SQUARE, UDAIPUR WELCOMES KEY TENANTS FOR FITOUTS WITH CEREMONIAL KEYS

One of India's most exciting retail real estate projects located in one of the country's most historic cities — Urban Square, Udaipur — announced the start of fitouts at the IMAGES Retail Awards (IRA) 2021 ceremony and welcomed some of its key tenants with a ceremonial handover of keys to their stores.

Urban Square is being designed and developed as an iconic, hospitality-focused mixed use destination development for Rajasthan and for the tourist traffic with a balanced mix of commercial, retail, hospitality and entertainment. Designed by leading shopping centre design company Bentel Associates, South Africa, the project has been conceived as a catalyst to enhance commerce, infrastructure and hospitality standards of the historic city of Udaipur, one of India's most popular tourist destinations.

The development will cater to premier residential neighbourhood and tourist attractions, including Polo Ground, Fatehsagar Lake, Lake Pichola, Sukhadia Circle, Navratan, etc. all of which fall within a 3-4 km radius with driving time of less than 15 minutes.

The mixed-use property is being developed in two phases, which also has a shopping centre positioned as a "All Under One Roof" mall, a 6-screen multiplex, lifestyle retail, F&B options along with a Food Court, an adrenaline-driving gaming zone, a bowling alley and numerous other entertainment options for the entire family. The development also includes fully furnished luxury serviced apartments called Urban Suites on a 'Live, Eat and Shop' concept.

The development is a 30-minute drive from the Maharana Pratap Airport and a 7-minute drive from the Udaipur city centre. Located on the Gaurav Path, NH-8, Urban Square, Udaipur will benefit from excellent visibility and frontage along the six lane roads connecting Ahmedabad, Udaipur, Jaipur and Nathdwara, a popular religious destination.

Uddhav Poddar, Managing Director, Bhumika Group presented the ceremonial key to four of the property's key retail anchors — Shoppers Stop, INOX, Wow! Momo and United Colors of Benetton — during the IRA 2021 celebrations.

Anand Balasubramaniam and Chirag Shetty from Shoppers Stop, Shirish Handa from INOX, Indraneel Banerjee from Wow! Momo and Lokesh Makhija & team from United Colors of Benetton were on hand to receive the keys. ●



WHERE DIGITAL AND PHYSICAL MEET: THE FUTURE OF RETAIL

The concept of brick-and-mortar stores has been a hot topic for the past few years. Are they dying? Are they thriving? Whatever you believe, one thing is certain—they're changing, with an eye toward digital.

By Shopping Centre News Bureau

Many retailers have a plethora of advantages in leveraging their intuitive knowledge about local tastes and preferences and catering to local needs effectively. Combine that with stronger relationships with local vendors, understanding of local distribution landscape and know-how of the regulatory environment, and now let's add Phygital element to that and they become unbeatable. Many retailers have been in the game for 20-30 years, and are getting stronger each year with their customer fulfilment capabilities in both store formats,

and online world, thus bringing a never before imagined strength to their phygital presence.

A great area of strength and further encouragement is the possibility to grow further as a large segment of new consumers is still waiting to be tapped – with new concepts, new formats, newer price points, and stores where the bricks and mortar merges with digital seamlessly – the possibilities made real with phygital.

In the brainstorming session that happened at Phygital Retail Convention 2021, where retailers and developers from all walks

congregated to discuss “How Can a Retailer Grow by Adding “Phygital” to His Arsenal?”

The strategies of growth discussed during the session were:

- **Razor sharp focus on your existing market:** Many retailers have held their prominence in Tier II & III cities with a razor-sharp focus on their traditionally strong markets. Competition has come and gone, but hasn't been able to dent their market. How have they maintained this eagle eye for keeping their loyal customers and further tapping into the new ones?

- **New customers in the existing regions:** What are the strategies they are using to acquire newer and younger customers who are phygital-hungry?

- **Ambition to go national:** Retailers are growing ambitious about a pan-India presence and are further starting to expand across a wider footprint, after securing a presence in local regions. Their ambition to become true pan-India retail giants has been accelerated thanks to the added ammunition given by Phygital. What have been the learnings and hits and misses in their expansion gameplan?

THE SPACE YOUR BRAND DESERVES.



Welcome to Global Malls, Rajajinagar, home to the largest indoor entertainment zone in India - Funtura, and Lulu Hypermarket, the biggest hypermarket in Bengaluru. Housing over 135 national and international brand stores. Also with a multi-cuisine food court, restaurants, cafes, delicatessens, and soon open to an 11 screen multiplex and more. So, why wait, come join us and claim your retail space at the most happening place in town.

Gopalapura, Binnipete, Bengaluru, Karnataka 560023