

# Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

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# WhatsApp and SMS Marketing add strength to Digital Campaigns of Shopping Centres

The marketing of a retail shopping centre is critical in helping the overall property performance and help tenants thrive in terms of bringing in customers and making profitable sales. The marketing plan not only describes the strategies that the mall management will deploy to attract and retain tenants but also to bring in more and new shoppers to the centres.

Ever since the pandemic, the shopping centres had to suffer a lot. As things are improving, the mall developers are once again back to their drawing boards and are re-strategising their marketing plans to get out of the crisis in hand. A storm of global trends hitting overall sentiments at the same time is now the cause for the centres/ malls to change the role they play in people's lives. No longer shopping or discounts or events are the primary factors. Now, when customers visit malls, they are looking for experiences that go well beyond traditional shopping. And finally, the e-commerce revolution and the rise of digital technologies are fundamentally reshaping consumer expectations and shifting the sheer functional attributes of stores towards more useful and entertaining customer experiences.

The sole agenda of marketing be it for the shopping malls or the retailers has been to make the target audience

aware of their exciting offerings. Moving away from large events and huge gatherings, the pandemic taught us to keep the spirit high and find new ways of survival.

Malls today are adopting integrated marketing, social e-commerce, rewarding digital campaigns etc, as it helps to make the malls more visible in the mind of the consumers, even if when they are not at home and not shopping. The February edition of the Shopping Centre News talks about the new initiatives by the shopping malls in marketing both on the digital/online and offline platforms. We bring our readers the analysis of successful marketing campaigns done by some of the malls in recent times.

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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## Lulu Group to Invest ₹400 Crore to Set up Food Park in Kerala

The UAE-based retail major Lulu Group official statement highlighted that they will invest Rs 400 crore to set up a food park in Kerala. The announcement was made by Lulu group Chairman Yusuffali MA during the food sector exhibition, Gulfood'22 being held in Dubai World Trade Centre.

“As part of strengthening its own food processing centres in India, Lulu will invest ₹400 crore for setting up a state-of-the-art food park in Kalalmassery in Kerala,” Lulu said in a statement. This is over and above the recent investments of Rs 1,100 crore in Noida, Srinagar and Kochi.

The project is expected to be operational by the fourth quarter of 2023. Lulu also said it has imported the first consignment of Indian eggs, which was banned for the past 15 years in the UAE. Four containers of Indian eggs have reached Lulu stores after the ban was lifted recently.

Last month, the Lulu group invested ₹200 crore in Jammu and Kashmir to set up a food processing and logistics hub. In December, the Lulu group announced an investment of ₹2,000 crore near Ahmedabad to set up a modern shopping mall. It has also announced an investment of ₹500 crore to set up



a food processing plant in Greater Noida, Uttar Pradesh. In India, the Lulu group already has four operational shopping malls at Kochi, Thrissur, Trivandrum and Bengaluru. The mall at Bengaluru

is not owned by the Lulu group but it is managing and operating the property. The Lulu group, headquartered in Abu Dhabi, posted an annual turnover of USD 7.4 billion in 2020.

The Lulu group currently has 220 hypermarkets and shopping malls in the Middle East, Egypt, India, Malaysia and Indonesia with a global workforce of over 57,000 employees. The group's business portfolio ranges from hypermarket operations to shopping mall development, manufacturing and trading of goods, food processing plants, wholesale distribution, hospitality assets, and real estate development.

## DLF Avenue Turns Two, Celebrates Anniversary with the 2gether Forever Campaign

DLF Avenue, Delhi's only fashionably curated destination, where the city comes together for great shopping, unique culinary experience and socialization turns

of shopping, dining and culture. It showcases all the joyful moments enjoyed and lived by the consumers with their friends and family over shopping, dining at DLF Avenue.

has put up beautiful décor both inside and outside its premises. Inspired by the season of love, the décor features beautiful large hearts and love inspired trees. All of these being repurposed as DLF Avenue remains committed to building a new future with a better and greener tomorrow. The approach is centered around achieving recycled décor while giving new experiences to the patrons and staying on the course of sustainability. Additionally, to gratify the consumers and make their shopping experience an immersive one, DLF Avenue has launched 1+1 offers valid from 11th February to 28th February 2022. For shopping for ₹10,000 the shopper can avail 1+1 on restaurants like Perch, Café Delhi Heights, Chilis, Mai Bao, Dhaba, Laidback café, Mahabelly, Café Tesu, Fio Pop, Savya Rasa, Soy Soi, Doner & Gyros, Smoke House Deli; 1+1 vouchers worth ₹2000, 1+1 movie tickets by Cinopolis and 1+1 on parking tickets. 2 lucky winners who shop during the campaign period also stand a chance to win a Microwave oven by CROMA.

Director, DLF Retail said “It gives us immense pleasure to offer stellar retail services, shopping and curated dining experiences to our shoppers for two years now. At DLF malls, we are committed to providing newer experiences to our customers and we will continue to work on the path of innovation. DLF Avenue has been an innovative property under our portfolio and has seen a differentiated mix of international and homegrown brands, differentiated F&B concepts and cultural events that compliments the taste of our discerning audience.”

Commenting on the celebration, Muckth Dogra, Centre Head, DLF Avenue said, “We welcome our patrons to join us in the celebration of our second anniversary as they play a pivotal role in our fruitful journey. We are extremely grateful for the immense support and love that we have been receiving from them. To celebrate this milestone with them we have launched the campaign 2gether forever where we have curated assured gifts and exciting offers to make their shopping and dining experiences even more delightful.”



two. Embracing the season of love, warmth and togetherness, DLF Avenue has launched a campaign 2gether Forever to celebrate their second anniversary with its patrons till 28th, February 2022. Setting the celebrations in motion, DLF Avenue has launched a fun and convivial campaign film capturing the brand's true essence

It also highlights how DLF Avenue enabled its consumers to indulge in culture via different live performances, decors, installations and activations. The film has been created by Wondrous, their creative agency.

Staying true to the spirit of February and celebrating the second anniversary, DLF Avenue

Commenting on the occasion, Pushpa Bector, Executive

## Spectrum Metro Adds Brewklyn Brothers in F&B Portfolio

Spectrum Metro, at Noida Sector 75, has recently added Brewklyn Brothers to its F&B kitty of attractions. The café chain has been famous for vibrant breakfast, sweet treats, and gourmet dishes pleasing to the taste buds of all. It has occupied an area of 1500 sq. ft. in the commercial establishment. Retail shops, office spaces, anchor stores, serviced apartments, food court, multiplex, hypermarket, serviced apartments, entertainment, and

a children's zone make up the 6-acre high-street commercial Spectrum Mall.

Rajeev Srivastava, Leasing Head, Spectrum Metro talked about the need to include Brewklyn Brothers in the High-street, says, "Families still shop at traditional shopping malls for necessities, and prefer dining in places that have a pleasing ambience and relishing delicacies. F&B outlets play a huge role in driving the footfall, to make it a smooth process,



astute managerial abilities, and a thorough understanding of consumers is needed. Latest decision to include Brewklyn Brothers was implemented with that vision."

Srivastava also added that,

"Every mall must possess classic restaurants and cafes. As they make the emphasis shift towards providing visitors a holistic experience and help in attracting visitors from even beyond the communities located nearby."

## GUESS Opens Second Store in Phoenix Palladium Mall, Mumbai



The global fashion brand with a legacy of almost four decades in bringing trendsetting apparel and accessories is now expanding its retail presence with the opening of its second store in Phoenix Palladium, Mumbai. One of the most-frequented shopping destinations in the country, the mall offers more than 50 global brands attracting shoppers from all around. Beautifully curated, the GUESS store will bring to

life the young, contemporary and sexy vibe of the brand that it is renowned around the world.

The store opening brings back GUESS to the consumers who love the brand for its iconic range of denims, dresses, apparel, shoes, handbags, accessories and so much more. The store itself has been aesthetically designed blending artisanal designs with a minimalistic touch, providing plenty of space for showcasing



the brand's themed total looks and imagery.

The highlight of the brand is the new 'Athleisure' collection – a significant workout wear category for the fashion and fitness loving urban shoppers, which will be launched in Fall/Winter 2021. Another key category to look out for is a wide range of handbags - from satchels to totes and backpacks to luggage, there is something for everyone at the store. GUESS is also widely recognized for its sustainability efforts and eco-conscious initiatives such as water saving practices during denim wash,

responsibly sourced materials and a massive reduction in the use of chemicals.

"We are thrilled to welcome shoppers to our new store at the Phoenix Palladium Mall, Mumbai. Besides its strategic location, the store sales reinforced that customer always appreciate quality and on-trend styles. We are now on our way to launch in all the major metros across India through the rest of the year. As people's habits, tastes and needs evolve, we will continue to innovate and find new ways to engage with our customers," said Manoj Nair of Gaurik Group.

# HOW MEANINGFUL WAS THE BUDGET 2022-23, FOR THE RETAIL REAL ESTATE INDUSTRY?

Finance Minister Nirmala Sitharaman on February 1, 2022 presented the Union Budget for the financial year 2022-23, which got a mixed response from the retail real estate sector. We bring you the reactions from the industry on the budget.

By Shopping Centre News Bureau



**ABHISHEK BANSAL**, EXECUTIVE DIRECTOR, PACIFIC GROUP

“We congratulate the FM for coming up with a Budget with a focus on overall economic health; the announcement will lead to better-earning opportunities for people directly impacting the retail sector. We can see the retail and commercial segment moving to more Indian cities as infrastructure will improve after various announcements in the

Budget. Though there was not much in terms of tax savings for people, overall economic growth will lead to increased income that will support retail consumption.”



**AMAN TREHAN**, EXECUTIVE DIRECTOR, TREHAN IRIS

“Budget 2022-23 does a fantastic job of ensuring that the economy will recover quickly from the devastating effects

of the global Covid pandemic. The economic impact of the pandemic on people’s income in India should not be overlooked. Indian manufacturers have benefited from the creation of malls, as well as vengeful buying by Indian aspirational customers. Infrastructure development, digitization, skilling, and ease of doing business appear to be priorities in the Budget 2022, which will have a long-term impact on retail. The focus on ‘Ease of Doing Business 2.0’ should result in an improved policy and regulatory environment for retail. We are certain that a high-level committee of urban planners and institutes charged with devising rules for India’s sustainable urban development will provide a boost to the real estate sector, ushering in a golden age for the industry.



**MUKESH KUMAR**, CEO, INFINITI MALLS

“The budget 2022-23 is a balanced and forward-looking one, supporting the economic recovery of the country. The focal point is to stimulate the capital expenditure that will aid in employment generation and economic growth. We welcome the decision to initiate the second phase of ‘Ease of Doing Business 2.0’, which focuses on making processes more seamless



Big concerts, music festivals with large gatherings has been replaced with more customised bespoke close door activities like guest listed events bringing similar look-alike customers at the store, wine and cheese events, special preview collections for the loyal customers etc. In this environment, malls offer a social watering hole, especially in cities where other public spaces are not safe.

By Sandeep Kumar

# SOCIAL BUZZ: CHALKING OUT DIGITAL MARKETING STRATEGIES TO BUILD ENGAGEMENT

**T**he marketing of a retail shopping centre is critical in helping the overall property performance and helps the tenant mix thrive in terms of roping in consumers and making profitable sales. The marketing plan not only describes the strategies that the mall management will deploy to attract and retain tenants and to bring in more shoppers to these stores. Larger the retail property, the marketing plan is more complex along with the costs. The property manager, landlord, and the tenants

in a property all have a vested interest in marketing the property successfully. A performing property will have stronger rentals and less property vacancies and the tenants will achieve more sales from a well-run marketing campaign.

A retail property marketing plan extends across a full year of operating the property. It involves all the trading seasons and customer shopping patterns should be accommodated. The mall wants customers to come to their property and want them to

come again and again. Convenience means a lot when it comes to property performance in retail strip malls and shopping centres. Ever since the pandemic, the shopping centres had to suffer a lot. With limited revenue and absolutely no gathering and footfalls in the mall for almost six months, added more woes to the suffering. As things are improving, the mall developers are once again back to their drawing boards and are re-strategising their marketing plans as per the crisis and situation.

## New Methods

Mall marketing was totally on a different stage in terms of budget, consumer response, feedback and revenue before COVID struck. However, as we have been living in this pandemic situation for almost two years now, things have changed quite a lot. Earlier, the main objective of the campaigns was to attract more crowd to the mall. This is totally limited now, as due to the pandemic, there are so many restrictions imposed on malls and they must follow many protocols



# THE EMERGENCE OF NEW BLENDED RENTAL MODEL

Multiplexes, entertainment, and leisure centers in malls act as anchor tenants, attracting large footfalls eventually leading the business generations. However, with time-to-time restrictions and uncertainties in the post-pandemic era or new normal, it has been challenging for the occupiers and mall owners to turn their approach 360 degrees immediately.

By Anurima Das

**W**ith the pandemic retail has changed in multiple ways, from the way of doing business to establishing new models of retail journey that is cohesive and very responsive the ride has not been an easy one for most retailers. Rent has been a constant worry for retailers occupying stores with shopping centers or having a high street store presence. This gave an opportunity for the developers to discuss the rental reworking with retail owners and thus, emerged many solutions. Here is what two of the most

prominent names from the industry has to say on the idea of Blended Rental Model.

## Changing Things Around

The pandemic has brought a huge change in the shopping behavior of the consumer, but do shopping malls really need to change their current retail mix due keeping COVID times in mind? The evolution of tenant mix is something that happens on an on-going basis. It depends on the consumer requirement and also on new brands coming

into the country. New brands usually approach malls since they are the go-to community spaces. Introducing a fresh brand every now and then into the tenant mix is a trend which malls follow all the time. The current situation is a dynamic environment and the trends and the brand mix are becoming stable. Malls have recorded good comeback since re-opening, consumers have returned to the normal levels of shopping, and are surpassing it by a huge margin in a very short period of time. This will also make an impact rental model.

Abhinav Ajmera, President - Leasing - Omaxe Limited mentions, "We have been hand holding the brands during this pandemic period. The rental plans have been restructured to minimum guarantees and sales linked revenue share models on case to case basis after detailed understanding of the businesses of different categories. This has emerged out to be win-win for both the retailers and us. Business strategies have been altered to stay in tune with the evolving industry scenarios. In the current times, it is of utmost importance for mall operators to



# TECH FOR CHANGE

Technology is playing a key role today in defining the major aspects of business and how everyone all across the board is eyeing the change. There is a lot of talk among key stakeholders regarding technology adaptation, and from retailers to shopping malls, all are ready to embrace it.

By Shopping Centre News Bureau

**T**echnology has been an integral part of retail industry since a decade and going by the current situation, it has stayed on to become one of the key elements of the industry's survival. The 4th Industrial revolution has brought technologies like Artificial Intelligence (AI), Internet of Things (IoT) and Block Chain

etc, which are being adapted not only by the retailers but also by the shopping centres on a large scale. Shopping malls, as major market centres have become major partners in integrating technology to make retail business operations seamless. Thus, it is important to evaluate the current scenario of integration of technology in shopping malls and

their preparedness to embrace upcoming changes.

The session titled, 'Adoption of Technology by Shopping Malls', conducted by Shopping Centres Association of India (SCAI), discussed the role and impact of technology integration in the retail real estate model.

The session was moderated by

**Mukesh Kumar**, CEO, Infiniti Malls. The other experts in the panel were:

- **Yogeshwar Sharma**, ED & CEO, Select Infrastructure
- **Pushpa Bector**, ED-DLF Retail
- **Rahul Khona**, CTO, Nexus Malls
- **Rehan Huck**, VP Retail -ILC Group & Co-Founder & COO-Propel



# VERTICAL GROWTH, HIGH-RISES SUPPLY SHARE DIPS IN 2021

The report from ANAROCK reveals that among new projects launched since 2019, the share of high-rises had shrunk to 52 per cent in 2021 against 63 per cent in the pre-COVID year.

By Shopping Centre News Bureau



**V**ertical growth, one of the most defining characteristics of Indian urbanization in over a decade, has become Indian real estate's latest Covid-19 'casualty'. Latest ANAROCK research reveals that among new projects launched since 2019, the share of high-rises had shrunk to 52 per cent in 2021 against 63 per cent in the pre-Covid year.

Of 1,178 projects launched in the top 7 cities in 2021, approx. 614 were high-rises of G+10 floors or more. In 2019, over 603 of 960 projects were high-rises. Newly launched projects include apartments, villas and row houses, and independent floors. In 2020, over 291 (60 per cent) of 486 residential projects launched in the top 7 cities comprised high-rises.

Delhi NCR witnessed the most notable change in new project typologies. Of 62 new projects launched in NCR in 2021, around 39 (63 per cent) were high-rises - denoting a 32 per cent decline since 2019. In 2019, among a similar number of new projects (61), a significant 95 per cent (58 projects) were high-rises. The growing consumer

preference for independent floors since the pandemic shows no signs of relenting, particularly in key markets of Gurugram and Faridabad.

Anuj Puri, Chairman, ANAROCK Group says, "We are seeing a clear shift in homebuyer preferences towards independent floors in key NCR markets like Faridabad and Gurugram. The trend in the

# Special Events in Shopping Malls

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

## EVENTS

### SELECT CITYWALK CELEBRATES THE SEASON OF LOVE WITH #BACKWITHLOVE CAMPAIGN!

On the occasion of Valentine Day, Select CITYWALK welcomed all its patrons #BackWithLove, bringing families and communities together in unique ways. As restrictions ease out and we look ahead with hope, there is a sense of relief and lightness in the air and Select CITYWALK captures that feeling with the #BACKWITHLOVE campaign, as it celebrates the spirit of togetherness and encourages all visitors, to indulge and do the things they love, with the people they love the most. The shopping centre is a visual treat with Valentine's Day themed displays

bringing in a festive mood, as it hosts various specially curated events to give all visitors an opportunity to create unforgettable memories with their loved ones and celebrate the festival.

The shopping centre kick-starts the season of love with a wide variety of special activities/offers with something in store for everyone. Immortalise the memories of love and choose from a hot air balloon or a photo booth to get clicked with friends and family. What's more, Select CITYWALK will have expert photographers present to capture

this moment, and to make sure you look your best in every shot! For all the shoppers, the centre is hosting a Shop & Get activity from 11th -14th February with exciting gifts & vouchers. Shop for INR 7,500/- & above and get an assured gift from the selected brands.

Further, witness an enthralling poetry event Alfaaz on 12th February, 7 pm onwards and spend the weekend listening to love poems by renowned Priya Malik. Those looking for some laughs can attend Laughathon with Ravi Gupta on 13th February, 6 pm onwards to have

some lighter fun filled moments with family and friends. The movie enthusiasts can watch "Singin' in the Rain" the classic film under the Starry sky on 19th February 6.30 pm onwards. For some comic relief the patrons check out Open Mic with Parvinder Singh on 22nd February, 6.30 pm onwards.

The patrons coming to celebrate Valentine's Day at the centre are going to be mesmerized by the Melting Heart installation that will be displayed at Select CITYWALK on 14th February. The unique 7 feet ice sculpture is in the shape of a heart, which slowly melts away, perfectly encapsulating the message of the fleetingness and brevity of life. It encourages us all to enjoy and live each moment, spread love and kindness.

Commenting on the Valentine's Day Campaign Yogeshwar Sharma, Executive Director and CEO, Select Infrastructure says, "We are hopeful of a renewed vigour in the season, and we want to celebrate this coming back to life with our #BACKWITHLOVE campaign which urges everyone to welcome life, love and happiness with open arms again."



# SUBSCRIBE NOW!



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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