

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

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Shopping Centres and Retailers to Collaborate to Build India's Consumption Story

Retail is all about consumerism and the shopping centre industry is the key driver of consumerism in India. My belief is that modern retail drives consumption and that malls are pillars that power this drive seamlessly. However, I also believe that consumerism in India has not scaled up to the level it could have gone up to and the onset of the pandemic stunted this growth on a global scale.

Ushering in the New Year with lots of positivity, hopes, renewed energy and prospects, we are eyeing retail real estate in a new way. In this year, once again the industry will have certain promises, goals and missions to take on. Re-building the consumption story of Indian retail is one of them and shopping centres will play a very significant role in this journey.

In this first edition of 2022, we bring our readers an exclusive interaction with the captains of shopping malls across India. We wanted to know how they are eyeing for growth this year, what their strategy to stay closer to the customer is and how they are implementing technology and learning from the past year to make it count this year.

We also bring an analysis highlighting India's Emerging retail destinations. The research explains how Tier II & III cities are the new retail hotspots for the real estate players. These cities have great potential for growth and can provide various opportunities to

the industry and retailers. Reports from Kearney and several other consulting firms suggest that purchasing power in these cities have grown significantly in the recent past, thanks to a combination of factors such as demographic potential, appetite for branded retail, e-commerce penetration. With the Union Budget knocking at the door, all across sectors in retail the retailers and brands alike are hopeful that this unified policy will bring about a big change, once put to action.

In this first edition of 2022, we also bring our readers an exclusive interaction with the captains of shopping malls across India. We wanted to know how they are eyeing for growth this year, what their strategy to stay closer to the customer is and how they are implementing technology and learning from the past year to make it count this year.

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)

Registered office:

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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EMAAR Properties to Build Shopping Mall in Srinagar

Emaar Properties will develop a shopping mall in Srinagar, as part of an agreement between the governments of Dubai, and Jammu and Kashmir, to facilitate investments into projects.

According to a statement released by Emaar, a MoU was signed by the Dubai and Jammu and Kashmir governments to facilitate investments into the project. This is the first FDI investment in Jammu and Kashmir.

“The UAE and India are comprehensive strategic partners and this project by EMAAR will be a landmark of Jammu and Kashmir. I would like to congratulate EMAAR and all the partners in this project, and I am

sure we will see many such projects coming up in the near future,” said HE Ahmed Abdul Rahman Albanna, the UAE Ambassador to India, reported PTI.

Last month, Jammu and Kashmir signed 39 MoUs worth ₹19,000 crore with property builders during the real estate summit held in Jammu. Of this, 20 MoUs were signed for the residential sector, 7 in commercial, 4 for hospitality and 3 for infratech among others.

According to the PTI report, Mohamed Alabbar, Founder of EMAAR said, “The company intends to bring a world-class mall experience to the residents of Jammu and Kashmir and also



the tourists. EMAAR is also considering other investments into real estate, hospitality and mixed

use commercial and residential projects in Jammu and Kashmir and in Srinagar”.

Realtors Expect Tax Relaxation, GST Reduction in Budget 2022

The real estate market has been most affected during the past 2 years which has been tough for everyone. “Realtors have been demanding to get an infrastructure status for the sector. If this gets granted, it will surely help build liquidity in the industry and control the supply-side costs,” says Abhishek Trehan, Director, Trehan Iris. The industry saw a strong bounce-back between July 2021 to September 2021. “From the Budget 2022, we are expecting a tax relaxation like increasing home interest rate tax deduction from the current ceiling of Rs 2 lakh to Rs 5 lakh. This will fuel demand for residential units further. Single window clearance could be another area that we expect Government to mechanize. This would really boost the confidence and fasten the delivery timelines. Lastly, we also expect a further reduction in GST,” he added further.



Third Wave Slows Growth of Retail Businesses; Restrictions Across States Impact Businesses & Livelihoods

The 23rd edition of the Retail Business Survey by the Retailers Association of India (RAI) indicates that retail sales in December 2021 signalled 7 per cent growth over the pre-pandemic levels (December 2019) and 26 per cent (YoY) growth (compared to December 2020).

Commenting on the slowing down of retail businesses, Kumar Rajagopalan, CEO, (RAI), said, “Retail business was on a steady growth trajectory during most of December, however, the pace of growth was seen dropping off significantly towards the last week of December due to the fresh sets

of curbs imposed in most parts of the country owing to the third wave of the pandemic.”

Although the overall figures appear positive, the impact can be seen at category level with the Beauty, Wellness & Personal Care (-7 per cent), Furniture and Furnishings (-5 per cent) slipping into the red once again as compared to the pre-pandemic sales in December 2019. Sales across CDIT (26 per cent), Sports Goods (14 per cent), Jewellery (9 per cent), footwear (7 per cent) and Apparel & Clothing (2 per cent) too started to lose steam.



Brillare Inaugurates 4th Exclusive Brand Outlet in Ahmedabad

Expanding its presence in retail business, 100 per cent vegan and cruelty-free, homegrown personal care brand Brillare has recently launched its fourth exclusive retail outlet in Alpha One Mall, Ahmedabad. With its foray into the offline space, Brillare eyes aggressive growth by expanding its pan India presence with more than 50 offline outlets by 2023. The brand has launched its offline stores in New Delhi, Mumbai and Surat and soon plans to expand its presence in Baroda, Chandigarh, and Pune. Brillare's science-backed concern-specific product range is formulated to deliver superior dermatology grade results with real natural products. It proudly upholds the mission of formulating products with zero dilution promise that suggests their products are made with zero added water, zero chemicals and zero preservatives. Some of their best-selling products in hair and skincare categories like Real Face Washes, Oil Shots, Power Drops, Face Toners and Ultimate Soothing Oil are available

in Zero Dilution formulation.

Jigar Patel, CEO of Brillare, a formulation scientist, says, "Customers in India have evolved over the years and now prefer natural and organic products in their personal care. Our products are a testament of our extensive research, and we hope to reinforce our commitment of providing the finest quality products made with a blend of science and natural ingredients. With the launch of our exclusive retail outlets, we are looking to bring back the refreshing human face-to-face interactions and provide touch and feel of the products to the end consumers. As the next steps, we intend to open 50 retail outlets by 2023, as well as increase our digital footprints by penetrating Tier II areas and pursuing global expansion opportunities."

The brand has recently onboarded actress Vaani Kapoor as the brand ambassador for their all-natural hair oil range, reinstating the importance of age-old concept of hair oiling. Brillare products are currently available for customers



at premium salon chains, the official Brillare website, and leading e-commerce platforms such as Nykaa, Amazon, Flipkart, Purple and Tata Cliq.

Brillare is a proud Indian company that believes that true beauty is in good health. All Brillare products are safe, 100% vegan, cruelty-free and made with certified natural ingredients. We are on an ambitious mission to build a truly natural brand that promises zero added water, zero synthetic chemicals and zero preservatives in

all their products. Currently, hair oil, face wash, face serum, face toner and body care products are available with 100% natural, zero dilution promise. Along with an exponential growth in premium salon and D2C space, Brillare aims to open more than 50 exclusive brand outlets across India to mark its presence as a truly omnichannel brand. Apart from premium salon chains, and company website, Brillare products are available on e-commerce platforms like Amazon, Nykaa, Flipkart, Purple and Tata Cliq.

Kiehl's Opens First Sustainable Store at JIO WORLD DRIVE, Mumbai

Kiehl's, has announced to open its new store at JIO WORLD DRIVE, Mumbai. The store is Kiehl's first sustainable store in the country with sustainability integrated right at its core, a store-of-the-future concept with Made Better Formulas, an official statement highlighted.

This is the first Kiehl's store in India that is made with sustainable architecture. The Kiehl's FUTURE MADE BETTER program aims to curb the global environmental crisis on plastic and propagates sustainable beauty and environmentally-conscious practices.

In Jio Mall Drive store, the consumers can also experience the newly launched Healthy Skin Assessment Tool from Kiehl's, which is set to take the Skincare

experience to the next level, an official statement highlighted.

Shikhee Agarwal, AVP, Kiehl's India commented on the occasion of the store launch, and said, "For over a decade now Kiehl's has had the honor of bringing the finest skincare products to the Indian audience. The store puts sustainability and consumer safety before all else and its elements indicate that – from packaging to decor and more. Another revolutionary step that we have taken to give our consumers a contactless experience is the brand-new Healthy Skin Assessment Tool. A seamless, informative shopping experience and long-lasting results are what we strive for and we are ecstatic to take that forward with this magnificent new store."





Sandeep Raheja an architect from The Academy of Architecture, Mumbai, is the Chairman of the K Raheja Realty Group of Companies. He has been leading the K Raheja Realty group for over 25 years. Under his leadership, the company has transformed itself into a real estate powerhouse with a responsible business ethos. Sandeep has also played an integral role in shaping Mumbai's skyline. He led the company's foray into the commercial sector by launching Infiniti Mall and became one of the first developers in India to enter this space. Under his guidance, the group has also branched out into the hospitality industry with well-known properties like Ramada Plaza Palm Grove (Juhu, Mumbai), The Retreat (Erangal, Mumbai), The Carlton (Kodaikanal), Courtyard by Marriott (Chennai), Conrad (Pune), Infiniti Mall – Andheri & Malad.

He was also a Managing Committee Member of Maharashtra Chamber of Housing Industry and Practising Engineers Architects and Town Planners Association (PEATA). In addition to his business pursuits, he also dedicates a significant amount of his time and resources towards philanthropic initiatives which include the various colleges built under the Sheila Gopal Raheja Academia umbrella. He has developed and continues to maintain several educational institutions, hospitals, and public spaces in charity. To name a few, S.L. Raheja Hospital at Mahim, the L.S. Raheja Technical Institute at Worli and Bandra East, The L.S. Raheja School of Architecture & Arts, Sheila Raheja Business Management School & Research, Sheila Raheja Institute of Hotel Management, and Rangmandir Performing Arts Centre, Bandra.

'The scope for innovation for Retail Shopping Experience is Limitless'

- SANDEEP RAHEJA, CHAIRMAN, K RAHEJA REALTY

K Raheja Realty has a proven track record of successful real estate development and real estate technology. Keeping pace with changing consumer expectations and emerging trends, they have introduced concepts to the market that include self-contained townships, IT parks, and super malls.

By Sandeep Kumar

Founded in 1956, K Raheja Realty is an owner and developer of real estate that have successfully constructed various residential, industrial, and commercial projects across India. Being in the business for over 65 years, the brand has experience across all asset classes and has successfully leveraged experience to continue to evolve with excellence, innovation, and novelty.

Headquartered in Mumbai, the brand offers and offering in-house expertise that spans every aspect of the real estate equation, from identifying and acquiring sites to the planning to the architecture & design. Over the years, they have grown to become one of India's leading real estate developers with expertise across multiple asset classes and a strong presence nationwide, including cities like Mumbai, Pune, Chennai, Bangalore, and Coimbatore.

K Raheja Realty has completed over 2000 successful projects, covering over 20 million square feet of development. The organization has a proven track record of successful real estate development and real estate technology. Keeping

pace with changing consumer expectations and emerging trends, they have introduced concepts to the market that include self-contained townships, IT parks, and super malls.

The group is headed by the team spearheaded

by Sandeep Raheja, who has experience spanning over 25 years in the real estate industry. He heads the organization by running the operations, expansions, and strategy, while also actively engaging in the group's philanthropic initiatives.



SURIYA VITA SHOPPING MART: THE NEW LANDMARK DESTINATION OF VITA

The mart will feature specialty outlets, services, office spaces, food courts and a two-screen multiplex to address the growing lifestyle needs of a vast segment of the population

By Shopping Centre News Bureau



Located in Vita, in Sangli district, Maharashtra, Suriya Vita Shopping Mart is the first shopping mart of the town. Setting a new benchmark in luxury and hospitality Suriya Vita brings its latest offering, Suriya Vita Shopping Mart, with stunning infrastructure glass facades and courtyards derived to generate circulation and maximum eyeballs for the brands. Expected to be a vibrant hub providing world class amenities, the commercial landscape of this intriguing project is surely a big space for the ones who value class in every endeavour.

The mart will feature specialty outlets, services, office spaces, food courts and a two-screen multiplex to address the growing lifestyle needs of a vast segment of the population. It will cover around 50,000 sq. ft of well-designed space and is strategically located within an exclusive, commercial hub in a central part of the city.

“The Vision to build a mall in C town came into my mind when I could find that the people here had no options to hang out, shopping and cinema experience with family and friends. They had to either reach Kolhapur or Pune. As we are the first mall in the town, people are eagerly waiting for the stores, supermarkets to open. We have opened our own pure vegetarian multi cuisine food court, latest imported equipment in GameZone and 2 screen multiplex cinemas with excellent interiors in the mall,” says Uttam Ramchandra Patankar, Owner, Suriya Vita Shopping Mart. ●

Know Your Mall

- Mall Name: **Suriya Vita Shopping Mart.**
- Location: **Vita (Sangli, Maharashtra)**
- Address: **Lengare Road, Vita, Khanapur, Sangli, Maharashtra**
- Type of mall: **Retail Entertainment Dining**
- USP: **First mall of the town, with a touch and feel of metro city**
- Date of Launch: **22 October, 2021**
- Retail Space: **Shopping Area (18,000 sq. ft), Food court (5000 sq. ft), Game Zone (3500 sq. ft)**
- Total build up area: **50,000 sq. ft**
- GLA retail area: **18000 sq. ft**
- Number of floors: **G+4**
- Total Number of stores: **22**
- Lighting by: **Philips**
- Lifts & elevators: **Johnson Lifts**
- Air conditioning: **Gree**
- Number of lifts: **3 Lifts**
- Multiplex partner: **Nova Cinemaz Franchise, 2 screens**
- FEC Area: **8500 sq. ft**
- FEC partners: **Chala Kheluya**
- Food court area: **5000 sq.ft**
- Food court operator: **Panch Pakhwaan**
- Total parking area: **9000 sq. ft**
- 4-wheeler parking capacity: **20**
- 2- wheeler parking capacity: **80**
- Average footfalls on weekdays: **700**
- Average footfalls on weekends: **1200**



STUDYING INDIA'S EMERGING RETAIL DESTINATIONS

The research paper by Isht Renjhen talks about how Tier II & III cities are the new retail hotspots for the real estate players. These cities have great potential for growth and can provide various opportunities to the industry and retailers.

Management consulting major Kearney, in its report titled "An Analytical Approach to Enhance Penetration and Ride the Retail Wave in India", suggests that the country's Tier II & III cities have great potential for growth and can provide numerous opportunities to retailers. 'Cities beyond the top 20 will drive India's next wave of retail growth', says the Kearney Retail Index, 2021. Reports from Kearney and several other consulting firms suggest that purchasing power in these cities have grown significantly

in the recent past, thanks to a combination of factors such as demographic potential, appetite for branded retail, eCommerce penetration.

This study will provide a background on these hidden gems while detailing the indicators on which these cities are evaluated. It will also expand upon the impact of the pandemic and how it has changed the retail business equation. Finally, we will delve deeper into specific features of the cities highlighted in Kearney's report.



Current state

City rankings based on GDP per capita of Indian cities rank Mumbai, Delhi, Bangalore, Chennai,

Hyderabad, and Kolkata in the top 6.) These cities have strong e-commerce adoption and the presence of various power brands.

NEW MARKETING STRATEGIES, DIGITAL INNOVATIONS AND SAFETY MEASURES TO DEFINE SHOPPING CENTRES PATH IN 2022

As the industry walks into another year of hope and opportunity, the mall developers and heads are again gearing up to tackle the situation with new motivation and energy

By Sandeep Kumar



The year 2022 began with another tricky situation for the shopping centre developers, as malls in major cities were again asked to shut down or operate on odd-even basis due to the third wave of the pandemic. Cinemas and multiplexes were again asked to shut down or operate with 50 per cent capacity and as usual malls were not asked to conduct any events or gatherings in last numbers.

The festival season from September to December (including new year week) was a huge relief for the shopping centres as every mall pan India did good business in that period. Mall developers and retailers have been consciously

grasping the change and slowly revising their plans for retail. All employees of retail had to adapt newer techniques to stay in touch with their customers and it was on the leaders of the company to keep everyone in high spirits and let the business run.

As the industry walks into another year of hope and opportunity, the mall developers and heads are again gearing up to tackle the situation with new motivation and energy. The pandemic was not something known to anyone and it was upon the owners, CEOs, Mall heads, senior management to devise the right plan of action in order to keep retail progressing without any hindrance. They took to the

drawing board to do some serious strategic planning to change things around. They actively engaged in decision making to invest in new areas, so that business could run as usual. Digitization and technology implementation to make innovation mainstream a lot of new avenues were created to stay relevant and keep the employees and consumers connected at all times.

Trends to Keep in Mind for 2022

According to experts' the industry has undergone a big change and this year a list of trends will be significant. Here's some of the trends to keep an eye on.

- Social commerce and Live Streaming will be the most

wanted change in retail that most retailers and brands are adopting. Shoppable content is the way forward from here and more and more retailers and brands are getting their hands on this to stay closer to their prospective customer, virtually.

- Customer loyalty programmes will define the trade and its growth. Consumer behaviour is changing fast and customer experience is more important than ever, so brands will have to work harder to emotionally engage with consumers and retain loyalty.
- Consumer spending will tighten and become more meaningful in 2022. Retailers need to plan consciously about what they

INDIAN REAL ESTATE - HIGHLIGHTS OF 2021

Perhaps the most important high point of 2021 for the market was that the business did not come to a standstill despite the 2nd wave of the pandemic. This indicates that the steep learning curve induced over the last two pandemic years has led to superior business practices - and an overall stronger housing market

By Anuj Puri, Chairman, ANAROCK

We entered 2021 with caution and anxiety as the pandemic was still raging across the world - and the situation in India was no different. 2020 had been a tough year for the Indian residential market as the 1st wave of the pandemic had brought everything to a standstill.

Nevertheless, all industries - including the real estate sector - emerged from the nationwide lockdown in 2020 with a valuable sense of resilience, damage-limiting skills and a new way of envisioning the business environment - especially in terms of technology adoption.

As such, confidence at the beginning of 2021 was high and real estate developers as well as brokerages were well-prepared to face any possible future disruptions.

In 2020, 1.28 lakh units of new

residential supply were added across the top 7 cities of India, while sales were clocked at 1.38 lakh units. From the previous peak of 2014, supply was down by 77 per cent and sales were down by 60 per cent. This large-scale decline indicated that the Indian residential market had bottomed out in 2020 and was likely to enter a long-term upcycle from 2021 onwards.

Reviewing the overall performance of the Indian residential real estate market in 2021 shows a definite upswing. Between Jan - Sep 2021, 1.63 lakh units of new residential supply were added across the top 7 Indian cities - 27 per cent higher than 2020 full year supply - and 1.45 lakh units were sold - 5 per cent higher than in the whole of 2020.

While this depicts a cumulative trend, the Indian residential real estate sector's comeback after



the 2nd wave in Q2 2021 was phenomenal, sharp V-shaped one.

A Quick Analysis:

- **Q3 2021 supply** - 64,500 units, 1.8X of Q2 2021
- **Q3 2021 sales** - 62,800 units, 2.6X of Q2 2021

The Indian real estate sector has

transformed significantly during the past few years and the pandemic has accelerated the transformation.

The key high points include:

- **Digital adoption:** In a mere 90 days, we have vaulted forward 10 years in consumer and business digital adoption. Real estate has become a digital-first sector.

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

CHRISTMAS CELEBRATION AT INORBIT MALL MALAD AND VASHI!

Christmas celebrations at Inorbit malls have always been very special. The malls get decked up to woo their customers with their mesmerizing décor and amazing offers on their shopping. This year Inorbit Malad and Vashi decked up their premises with spell bounding installations and at the same time ensuring to create a safe and superior shopping experience.

Inorbit Vashi put together a spectacular ambience of the holiday season with the theme Santa's Village. The

highlight of the décor was Santa's village along with the Christmas Tree in the main atrium that was been created to provide a perfect backdrop for photo ops. The mall had also set up characters from Santa's village on the gate arch which is around 280 ft high. Another special highlight is the installation of a wishing well for customers to make their wishes. A Christmas parade and Santa Greet & Meet was also organized on 25th Dec. That's not all, shoppers can win exciting gifts and vouchers on the shopping bill of ₹3000 and

above on selected brands.

Inorbit Malad too has set up a unique 'Winter Magic' theme with a drive through concept ensuring all safety protocols. The main attraction –, A drive through experience in a Toy Train is sure to entice every kid and families. This drive-through toy train will ride through tunnels filled with Christmas spirit décor and vibe- as you ride, you can experience actual snowflakes, soap bubbles and amazing lighting effects. It's a visual treat for everyone. As part of the Christmas celebration, Inorbit Malad had organized a meet and greet session with Spiderman and a dance performance by kids from Kevinda Dance Academy on 18th and 19th Dec. The other attractions include Santa meet and greet and Santa Parade on 25th and 26th Dec respectively. In sync with the ideology of offering a grand shopping experience, shoppers at Inorbit Malad can indulge in exciting shopping and avail offers on selected brands.



SHOP, PLAY AND MARCH TO WIN AT OBEROI MALL

As the country is all set to celebrate the 73rd Republic Day, Oberoi Mall announces one-of-its-kind campaign called, 'Shop, Play and March to Win'. This contest is organized for 6 days starting from 25th Jan 2022 till 30th Jan 2022, where all the participants who shop for Rs. 5,000 and more, will get a chance to win up to 1500 Club Uno reward points which are equivalent to Rs. 1,50,000/- shopping amount. The contest and on-ground gaming activity will allow its patrons to enjoy shopping and participate in an exciting game to win assured points.

The unique on-ground activity will encourage the patrons to march upon a sensor-based set-up and complete 73 steps within 30 seconds to entirely light up the tri-colours on the stage. During the marching process, with the completion of certain footsteps by the participant different colours on the backdrop will light up creating a beautiful tri-colour illusion. Depending upon the completion of 73 steps in 30 seconds or a certain number of steps at different stages, the winner/participant will be eligible to win the high, medium or low range/value of Club Uno reward points.

During this entire activity, the mall will be practicing stringent safety protocols to ensure a safe and secure shopping experience for all its patrons visiting the mall.

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ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

CUSTOMER EXPERIENCE

SHOPPING CENTRES

VISUAL MERCHANDISING

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THE A TO Z OF ALL THE CONNECTIONS, IDEAS AND INTELLIGENCE YOU NEED IN RETAIL

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