

Shopping Centre

News

DEVELOPING RETAIL SPACES IN INDIA

100th EDITION



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Grand Hyatt, Goa

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100th EDITION of Shopping Centre News

With its March 2022 edition, Shopping Centre News has reached a historic milestone- 100th edition. Truly a notable milestone and it gives us a chance to look back with a lot of pride to see how far we have come in all these years touching new heights at every juncture. It has been a truly humbling experience and the journey we have traversed so far actually motivates us to look ahead with a lot of hope.

In 2008, Shopping Centre News was incepted with a vision that was far reaching, to create a magazine that is a knowledge resource centre which collects, analyses and disseminates information on the Indian shopping centre industry in all aspects of operations.

Over the years, Shopping Centre News Magazine has more than hit the mark. Today, it seeks to build and inspire a body of focused research into the architecture and design aspects of shopping centres. It also aims to encourage the development of sophisticated management paradigms and maintenance methods, keeping in context global benchmarks. Finally, it aims to be a bridge between shopping centre developers and the retail community to help forge mutually profitable relationships. The magazine aims to create new narratives of success at every juncture by unearthing stories and business insights.

In this special 100th edition of Shopping Centre News, we bring an annual roundup 2020-21, of how shopping centres have evolved and

progressed in the challenging period of the pandemic. Lockdown, night curfews, restrictions, shutdowns & reopening, along with the three waves of the pandemic, the shopping mall industry saw it all and are yet back on its feet and are aiming for new heights, going forward. We tell you how mall owners are responding to the mushrooming consumerism in India, responding to the evolving consumer demands with a combination of value-added services, technology innovation and a sound marketing strategy.

We also bring an analysis of how fashion retail in malls has made a huge comeback after a dry spell of one year. With offices reopening and marriage gathering restrictions lifted, different segments in fashion retail are once again doing good business.

As always, we hope you find this issue informed and beneficial. Log on to our website <https://www.indiaretailing.com/category/shoppingcentre/> for more features, analysis and expert opinions.



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CMR Shopping Mall Completes 25 Glorious Years of BIS Recognition

CMR Shopping Mall has been a household name among the Vizagites for time immemorial. Their consistency in maintaining high standards has won the loyalty of the customers for them. Recently, this leading brand has completed 25 years of BIS recognition. To appreciate their constant efforts, the Bureau of Indian Standards (BIS) has awarded Mavuri Venkataramana, Managing Director of CMR Group, with a memento.

On the occasion of Consumer Empowerment Week, BIS

Visakhapatnam Regional Head, MAJ Vinod, has presented this memento to the MD of CMR Group. The CMR Shopping Mall was the first jewellery store in Andhra Pradesh to be recognised by the BIS and have flaunted the hallmark on their products. Since then, CMR has set high standards in terms of product quality and customer service.

The MD of CMR Shopping Mall has expressed his immense pleasure upon receiving the memento from BIS. Further, he thanked the loyal customers for



their constant belief in their brand and said that they are one of the primary reasons behind their achievement. Lastly, he mentioned

that CMR has delivered quality jewellery with BIS hallmark for the last 25 years and will continue to do so.

Mall Developers, Operators Approach Maharashtra CM Seeking Shoppers' Entry Rule Relaxation

Retail mall developers and operators have reached out to the Chief Minister of Maharashtra Uddhav Thackeray seeking relaxation in the rule that mandates that only fully vaccinated people will be allowed entry inside shopping malls.

According to industry association Shopping Centre Association of India (SCAI), the government's aggressive vaccination drive has ensured that more than 80 per cent people above the age of 18 years have taken two shots of the vaccine against Covid-19 in Mumbai.

The country's financial capital is the first among major cities to reach the milestone and over 90 per cent have received single dosage in the state.

SCAI, in its letter to the Chief Minister, has stated that its members remain committed to ensuring that all standard operating procedures are followed and will ensure that visitors are provided with the safest environment.

"Post the second lock down restrictions have been lifted in almost all states. Most of the larger cities have been able to vaccinate large populations with both the doses. Covid cases are also on decline and hospitalisation is almost negligible. This has



prompted many states to remove the protocol of checking the vaccination certificate before entering the mall," said Mukesh Kumar, Chairman, SCAI.

Mumbai and Pune are among the key consumption centers and contributed a major part of revenue for most retail mall entities.

Maharashtra has also completed more than 80 per cent vaccination in most of the urban areas and therefore SCAI has made a similar

request to the state government to remove the protocol of checking the certificate at the entry.

At present, the restriction is resulting in reduction in footfall and thereby revenue losses to the retailers. Checking the documents at entry every time visitors enter the mall takes a lot of time and discourages them to visit the mall frequently and this is also adding to the costs, SCAI said.

"The government of

Maharashtra has done a great job. Over 80 per cent of the people aged over 18 years are vaccinated and things are returning to normal. Today, the checking of vaccination certificates upon entry to shopping malls causes inconvenience to customers. Customers demand that we do away with this rule," said Rajneesh Mahajan, CEO, Inorbit Malls India.

According to him, the removal of this protocol would reduce the inconvenience caused to customers and would encourage them to visit malls more frequently. This would help the industry in recovering which has otherwise suffered greatly the entire financial year.

Renewed restrictions and localised lockdowns, aimed at containing the Omicron variant-led third wave of the Covid-19 pandemic, will pare as much as 10 per cent off the rental revenue of mall owners this fiscal, compared with earlier expectations, ratings agency CRISIL Ratings said in its January report.

It had anticipated the third wave-led restrictions on malls for the top eight cities to last only 4-5 weeks compared with the median closure of 7-8 weeks seen during the second wave and 13-14 weeks during the first wave.

GUESS Opens Fourth Store in Orion Mall Bangalore

Guess, a 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 fourth store in Orion Mall, Bangalore, an official statement highlighted.

The statement also highlighted that 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 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.

Manoj Nair, Gaurik Group commented on this statement and highlighted "We are thrilled to welcome shoppers to our fourth store in the country at the Orion Mall, Bangalore. Besides its strategic location, the store sales reinforced that customers always appreciate quality and



on-trend styles. We are now on our way to launch in other metros across India this year as well. As people's habits, tastes and needs evolve, we will continue to innovate and find new ways to engage with our customers."

PUMA Opens Largest Experiential Store in Orion Mall

Sports brand PUMA launched its digitally-enabled experiential store at Orion Mall in Bengaluru today. This is PUMA's largest store in South India. The store launch was attended by KL Rahul, Vice Captain of the Indian cricket team & PUMA athlete, and Bollywood Actor Athiya Shetty.

PUMA's newest store is a significant step by the brand to provide an unprecedented experience to its shoppers and create meaningful offline engagement. With a focus on bringing technology, sports and experiential retail under one roof, the store has state-of-the-art offerings including F1 Simulators & interactive retail screens. Throughout the year, the brand's premium store will also showcase limited-edition global collaborations for men, women, and children.

Commenting on the launch of the store, Abhishek Ganguly, Managing Director, PUMA India and Southeast Asia said, "We are thrilled to take our sports retail story forward with yet another digitally-enabled store for our shoppers. The Indian consumer today is not just drawn to premium products but also seeks a smart shopping environment. Coming up with a second experiential



store in Bengaluru is a testimony to PUMA's commitment towards promoting sporting culture and meet the promising demand for active wear and athleisure in the region."

PUMA Brand Ambassador, KL Rahul said, "PUMA's commitment to sports & fitness is what makes it the most preferred sports brand in the country. I am stoked to be part of the launch of their largest store in South India. I am a fan of PUMA's select collaborations and limited-edition sneakers. I am definitely going to be a regular here." KL Rahul added, "People know my love for all things street. I will be constantly collaborating with PUMA's team to drop new styles

of 1DER throughout the year for our athleisure-loving consumers."

Athiya Shetty added "I enjoy working out and spend most of my day in activewear and athleisure and I absolutely love PUMA. Their designs are so in sync with today's generation, be it sneakers or apparel. In fact, at times I even wear the comfortable 1DER collection sweatshirts. I am so thrilled to be in Bengaluru and be a part of their store launch. The store has really cool elements and the look and feel is extremely premium."

Sunil Munshi, AVP, Mall Operations, Orion Malls said, "Orion Malls has always been the venue of choice for international brands to launch large format

stores and with PUMA, there is no exception. It shows the level of confidence that such brands have with Orion Malls. PUMA flagship store launch is in line with our philosophy of giving customers the best shopping experience both in terms of ambience and brands. Such launches make Orion mall a destination mall and the number one choice for customers across the city."

The multi-sensorial retail space will give buyers an opportunity to enjoy PUMA's unique offerings such as:

F1 SIMULATOR: Showcasing the success of PUMA's Motorsport category in India, shoppers can enjoy professional-grade F1 racing simulators to virtually navigate multi-country tracks. These simulators are exactly the same as used by F1 racing professionals worldwide.

INTERACTIVE RETAIL

EXPERIENCE: Shoppers get access to PUMA products on an interactive screen that allows them to virtually scan through the entire range, place an order directly from the warehouse, and have the products delivered to their homes.

PUMA SELECT: The specially-designed store offers PUMA's latest global collaborations with designers and street-wear labels.

THE STYLISH COMEBACK:

FASHION RETAIL MAKES A MOVE BACK INTO THE MALLS WITH LOTS OF HOPE

The glamour quotient is at an all-time high with the Millennial population emulating models and film stars not only Indian but globally. The consumer – with his/her high-income level, even higher spending capacity and his shop ‘anytime-you-wish’ attitude – wants the best of fashion. There is no limit to the changing trends in fashion and the demand to have the best of the lot automatically pulls the consumer to the epicenter of fashion brands, which are shopping malls.

By Sandeep Kumar



It has been two years since the pandemic-led lockdown was first enforced and the retail industry has come a very long way from there. A lot has changed since then and industry has adopted it all. The trends, shopping behaviour, shopping habits, the new medium /platforms, Omnichannel, digital innovation, the shopping centres have included them all to come out of this debacle. Fashion as a category was one of the biggest

sufferers, as everyone was working from home and there was no social gathering such as marriages and other functions happening.

In these two years, the category has revamped and restored its position in the shopping malls, as customers are back shopping at their favourite brands in the mall. Once again, fashion retailers continue to command a prominent presence in Indian shopping malls. It is expected that more

international and national fashion brands will open ‘experience stores’ and newer formats and strengthen their footprint across the country. The consumer is also ready to explore and happy to spend and the retail industry is eager to comply. New shopping malls are coming up every year and the fashion retail sector is catering the evolving consumer through a number of mediums, including physical, digital and Omnichannel.

The glamour quotient is at an all-time high with the Millennial population emulating models and film stars not only Indian but globally. The Millennial consumer – with his/her high-income level, even higher spending capacity and his shop ‘anytime-you-wish’ attitude – wants the best of fashion. There is no limit to the changing trends in fashion and the demand to have the best of the lot automatically pulls the consumer to the epicenter of

URBAN SQUARE HANDS OVER PREMISES TO ANCHORS FOR FIT-OUTS

With 7-8 large anchor stores, a gaming zone with a roller coaster, some of India's best restaurants and a 600-seater food court with international and local cuisines, the mall is all set for a grand launch.

By Sandeep Kumar



Established in 1961, Bhumika Enterprises has grown into a diversified business conglomerate with business interests spanning like construction, warehousing, logistics, mining, textiles and manufacturing. The group has a pan India presence with offices in Delhi, Rajasthan, Tamil Nadu, Bihar and Kerala and is currently diversifying into the real estate sector with its first mixed used development in Udaipur, Urban Square – the largest mall in

Rajasthan spread across 1.8 million sq. ft. Bhumika is also coming up with another mall in Alwar in 2021 and is targeting other major cities in Rajasthan for further expansion, as well as other cities adjoining Delhi- NCR.

The mall has a retail space of over 5 lakh sq. ft. Apart from this, it also houses a 'Holiday Inn with about 200 keys, an Oyo Silver Keys with 77 keys and is in talks with a Swiss hotel for another 101 keys. Urban Square will be a complete destination, 'big-box destination',

where the focus will be on stronger anchor brands. The brand is bringing many national and international brands under one roof, and most will be making their debut in Udaipur. Bhumika is also coming up with another mall in Alwar in 2021 and is targeting other major cities in Rajasthan for further expansion, as well as other cities adjoining Delhi-NCR. With an area of 2 lakh sq.ft., the mall in Alwar will have INOX with six screens and a 20,000 sq. ft. Shoppers Stop store. Alongside this, there will be a food court catering to

the general needs and to the tastes of the people of Alwar.

In an exclusive interaction with Shopping Centre News, **Uddhav Poddar**, Managing Director, Bhumika Enterprises Private Limited, talks about the latest development and the new brands signed by the mall.

SHOPPING CENTRES ENHANCE OVERALL DESTINATION FEATURES, INCLUDING TRAFFIC MANAGEMENT AND PARKING

Parking management, technology used, cleanliness, and security have the potential of making or breaking first impressions. And now, the pandemic has served to further accelerate this digitalisation journey.

By Sandeep Kumar



For the shopping centre visitor, however, the experience begins well before the mall entry. Unlike in evolved markets such as Europe and the US, malls in India are largely located within cities. And given Indian cities' high population and road traffic density, this translates to challenges in navigation and parking. It is little wonder then that parking has become a key pain point — or USP, if managed well — for shopping centre developers.

Today, convenient parking and modern retail go hand in hand. Parking plays a major role in deciding where people might go to spend the day. To draw in the footfalls, malls, amusement parks, hotels, and even government-driven projects like smart cities have taken to providing smart parking lots, which are manned by security to ensure customer and vehicular safety. For consumers with cars, a parking lot is the first point of contact with a mall. A well maintained and convenient lot works wonders for the business.

Parking management, technology used, cleanliness, and security have the potential of making or breaking first impressions. Enter digital transformation. Over the years, developers and service providers to shopping centres have increasingly leaned on technology to up not just in-mall customer experiences, but also to enhance the overall destination features, including traffic management and parking. And now, the 2020 pandemic has served to further accelerate this digitalisation journey.

TRENDS IN PARKING

When the concept of parking came into existence, no one had imagined that one day, these places would be rife with technology. Today, technology has revolutionised the way parking lots function, making parking extremely convenient for mall visitors.

PARKING APPS: A lot of malls provide parking apps through which visitors can check parking availability before entering the mall. These help not just help them identify vacant spaces but also help them book a parking spot before they enter the mall. Visitors can get real-time parking information through their phones and can also get the guidance, pricing information and real-time occupancy simultaneously.

CASHLESS PAYMENT: Cashless/e- payment ensures that paying parking charges at the exit takes the minimum amount of time. There is no need for visitors to keep exact change in hand, no long queues on the parking ramp. Also, more and more parking operators are allowing credit/debit/online payments through mobile phones to ensure convenience.

Benefits of Organised & Automated Parking

- No need to search for available parking spaces
- No need to walk through the parking garage
- Time-saving
- Consistent parking experience
- The vehicle is safe and secure without any worry about the theft and damage

SHOPPING CENTRES' ANNUAL ROUNDUP 2020-21



In terms of composition, about 85 per cent (550 of 650) of large shopping centres are owned by standalone developers. Such malls need constant operational guidance and continuous monitoring. They are in regular need of industry connect to stay tuned with industry developments. On the other side of the spectrum are the smaller malls in smaller cities which serve as public places for socialising, shopping, leisure and entertainment, proving as lifeline for the local populace.

By Sanjay Bakshi, Founder, JORSS

Since its advent in the late 90s Indian malls have evolved and increased its penetration across cities and towns of the country. In present scenario, there are currently 650 large shopping centres with minimum size of 1 lac sq ft, covering an aggregate of 250 million sq ft area. Additionally, there are estimated 1,000+ smaller centres spread across India's tier 1, 2 and 3 cities.

In terms of composition, about 85 per cent (550 of 650) of large shopping centres are owned by standalone developers. Such malls need constant operational

guidance and continuous monitoring. They are in regular need of industry connect to stay tuned with industry developments. On the other side of the spectrum are the smaller malls in smaller cities which serve as public places for socialising, shopping, leisure and entertainment, proving as lifeline for the local populace. The shopping malls are the major contributor to the success of entertainment, fashion, cinema, F&B, electronics, FMCG and many other drivers of the economy as they act as catalyst for accelerating the growth of organised retail.

Pandemic Story

Corona arrived in India by the end of Q1, 2020, sending the nation into series of lockdowns with strict guidelines. Most of the businesses including retail went into an indefinite paralysis. Retail was among the most impacted ones for many reasons though no income-low consumption ranks at the top. Normal shopping in the outside market was completely prohibited during lockdowns with discretionary shopping remaining a distant dream. The stretched lockdowns led to shutting down of retail shops, markets and shopping malls except the online avenues

from which essential supplies continued to reach consumers' doorsteps. A large number of stores had to be closed down in the absence of sales taking huge toll on retail employability, business profitability, expansion, investments and industry's overall growth. When given the lease of life later on, reopened malls, the hub of organised retail, complied with all government-prescribed safety protocols to safeguard the health of their customers and staff-on-premises. The business began to revive from October 2020 during the festive season and Q4 of FY21 ended optimistically but watchfully

HYDERABAD SAW HIGHEST ABSORPTION OF NEWLY-LAUNCHED UNITS IN 2021, MMR AND NCR LOWEST

Hyderabad accounted for the maximum absorption share of new units among the top 7 cities. Of 25,410 units sold in 2021 in the city, approx. 55 per cent were launched in the same year. MMR saw the lowest absorption of newly-launched homes - of 76,400 units sold in 2021, just 26 per cent were launched during the year. The remaining were old projects launched before 2021.

By Shopping Centre News Bureau



KEY HIGHLIGHTS

- Of 2.37 lakh units sold across the top 7 cities in 2021, over 34 per cent were newly launched; in 2019, of approx. 2.61 lakh units sold, 26 per cent were newly launched
- Among the top cities, Hyderabad saw maximum absorption of newly-launched units – of total 25,410 units sold in 2021, nearly 55 per cent were newly launched
- MMR had the lowest share at 26 per cent of the total 76,400 units sold in 2021
- Increasing sale of newly-launched units points towards the return of investors and also homebuyers' increasing confidence for new supply by branded developers

Newly-launched homes are back in demand after a prolonged period wherein the demand spotlight shone mainly on ready-to-move-in units. While end-users continue to drive the housing market and ready or soon-to-be-completed homes are still in the highest demand, new launches are finding takers again. Latest ANAROCK Research data shows that out of the total 2.37 lakh homes sold in 2021 across the top 7 cities, over

34 per cent were newly-launched units.

In 2019, the sales share of newly-launched homes was lower. Of approx. 2.61 lakh homes sold in 2019, newly-launched homes accounted for approx. 26 per cent. In 2020, of 1.38 lakh units sold in the top 7 cities, 28 per cent were launched during the year.

Hyderabad accounted for the maximum absorption share of new units among the top 7 cities. Of 25,410 units sold in 2021 in

the city, approx. 55 per cent were launched in the same year. MMR saw the lowest absorption of newly-launched homes - of 76,400 units sold in 2021, just 26 per cent were launched during the year. The remaining were old projects launched before 2021.

Anuj Puri, Chairman - ANAROCK Group, says, "End-users with a preference for ready-to-move-in or almost-complete homes continue to rule the roost. However, the demand scale is

shifting gradually. Among other things, the increased sales share of newly-launched homes heralds the revival of investor interest. This is significant - over the last 3-4 years, investors had more or less exited the residential real estate stage and were focusing on other asset classes."

"Also, well-capitalized branded developers with a reputation to protect have been ramping up their market share of new launches. Buyers are confident of such

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

PACIFIC GROUP ORGANISES INNOVATIVE, INTRIGUING WOMEN'S DAY SPECIAL EVENTS

Pacific Mall, across its various locations in Delhi and Dehradun, organised multiple Women's Day special contests to celebrate the spirit and gumption of women in the wake of International Women's Day, celebrated on 8th March.

Pacific Mall, NSP, from 5th to 8th March, in a bid to celebrate Women's Day, arranged a boisterous set-up unit, which comprised a photo-op unit and pamper unit. The female participants were supposed to record a video or click a photo with a superwoman in her opinion and explain why she is a superwoman. The participants then had to share their story by tagging Pacific Mall, NSP. Out of all the video submissions, the best ones got hampers. The female participants also availed benefits of the complimentary services at the pamper zone which had brands like Geetanjali Salon, Ayouthveda, Rhapsody Nail Studio, Revlon & Bombay Shaving Company, and also received complimentary vouchers by tagging the brands associated.

Pacific Mall, Tagore Garden, in its resolve to make Women's Day memorable for all their women shoppers, conducted a Cookery

Show on 7th March. This mouth-watering event was followed by a special buffet arrangement for participating candidates, along with amusing games at its Open Terrace on the second floor. The contest was participation based, requiring women wanting to participate to shop for 10,000 Rs and they got a



free culinary session by an expert chef. The cheerful event was hosted by an anchor who organized games for participants to win exciting gifts. The intent behind this event was to create on ground participation, and enhance customer experience.

Pacific Mall, Dehradun organised an event called 'SUPERHIT TAMBOLA'. In this competition, the teams of Pacific Mall and Red FM made visits to 10 Societies & RWAs of Dehradun, making



interested people play 'SUPERHIT TAMBOLA'. The whole competition was filled with copious amounts of entertainment and music. Exciting gift hampers and unconditional gift vouchers were given to participants by the Pacific Mall. The mega event was held on 8th March which saw thumping band performance and

endless entertainment repartee by the RJs, though the activity began from 28th Feb.

The statement highlighted Pacific Mall, D21 held the special PVR screening, with exclusive shows of recently released film, Gangubai Kathiawadi to commemorate Women's Day. All the shows went house-full with 1000+ women watching the movie.

Abhishek Bansal, Executive Director, Pacific Group, said, "International Women's Day is celebrated to honor the unrecognized and oftentimes, underappreciated efforts of women towards building themselves, their families and societies. The fortitude, intellect and forbearance of women is unparalleled and unmatched. It is our responsibility to acknowledge what they do for us and value them for what they are. The Pacific Group organizes Women's Day special events to create a unison sound towards gender equality and enthrall and entertain them with exciting games, prizes and vouchers. I would like to express immense gratitude to all the people who made these events a huge success, the co-ordinators and participants."

IRF TRUSTED MARK

THE INTERNATIONAL RETAIL FORUM SETTING 'CUSTOMER CENTRIC' STANDARDS IN RETAIL

IRF TRUSTED CERTIFICATION MARK IS THE FIRST OF IT'S KIND IN THE WORLD THAT CERTIFIES RETAILERS AND SHOPPING CENTRES FOR ADEQUATE SYSTEMS AND INFRASTRUCTURE TO PROVIDE CONFIDENCE TO CONSUMERS IN ACCORDANCE WITH ISO/IEC 17065 CERTIFICATION PROCESS.

SOME OF THE CERTIFIED BRANDS IN RETAIL



SOME OF THE CERTIFIED BRANDS IN SHOPPING CENTRE



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