

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#101



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in association with
SCAI
SHOPPING CENTRES ASSOCIATION OF INDIA

May 12, 2022
Grand Hyatt, Goa

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Shopping Centres & Retailers Partnership to Provide the Mandatory Boost for Consumption

The first quarter of 2022, so far has been quite optimistic and fruitful for the shopping centres pan India and this is a very good news. Retail is all about consumers, changes and innovation 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.

Ever since the pandemic happened, the industry has witnessed so many struggles and we have overcome all that in the last few months. The threat of the fourth wave of the pandemic, is another challenge ahead of us. The situation currently is not that worrying but going by the experiences of the past, the industry understands, the restrictions and curfews won't be a happy state for the malls.

The festival season from September to December, followed by the New Year, was a huge relief for the shopping centres as every mall did good business in that period. Mall developers and retailers have been consciously grasping the change and slowly revising their plans for retail.

It is also very important to understand how retailers, mall developers and tenants can work together to create destinations and experiences that reflect modern consumers behaviour. 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 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 always connected.

New Normal is helping retail grow at every turn and it is very promising to see how brands are responding to the changes today. Be it the D2C ecosystem or the traditional retail changing its course to stay afloat with the changing times, a lot is happening, and we are eagerly witnessing all these and more to learn a thing or two. We recently conducted two of our flagships' projects, India Fashion Forum (Delhi) and D2C Summit & Awards (Mumbai) with overwhelming success. The retail icons across categories were also honoured with awards at Coca Cola Golden Spoon Awards, Pepsi Images Food Service Awards and D2C Awards. We thank our partners, sponsors, and readers for their support. We will be hosting the second edition of Shopping Centre Next, on May 12 at Grand Hyatt, Goa. We hope to see you there in large numbers.

As always, we hope to find this issue informative and useful. Log on to [https:// www.indiaretailing.com/category/shoppingcentre](https://www.indiaretailing.com/category/shoppingcentre) for more features, analyses and opinions.



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Oberoi Mall Becomes India's First LEED V4.1 O+M Platinum USGBC Certified Retail Destination

Green Building Certification Inc. (GBCI), India's foremost authority on sustainability in building design, construction, and operation, has announced that it has awarded Oberoi Mall, located in Goregaon, Mumbai with the prestigious LEED V4.1 O+M (Operations and Maintenance) platinum certification. The Green Business Certification Inc. (GBCI) is part of the U.S. Green Building Council (USGBC) that provides independent oversight of professional credentialing and project certification under the Leadership in Energy and Environmental Design (LEED) green building rating system. With this certification, Oberoi Mall has become the first mall in India to achieve LEED V4.1 O+M platinum, the next generation standard for green building design, construction, operations, and performance. It is the highest level of certification that can be attained, making Oberoi Mall the most sustainable retail destination in India.

The Oberoi Mall was constructed in the year 2007 by Oberoi Realty, one of India's premium real estate developers. The Oberoi Mall is meticulously planned with excellent design aesthetics to create an elegant and high-quality shopping experience. Enroute to achieving its LEED Platinum certification, the mall has made conscious efforts to reduce its water



consumption through consistent consumption monitoring and wastewater treatment. The mall has installed energy efficient LED lights with sensors to ensure energy conservation and reduce its carbon footprint. The mall also offers an EV charging facility that further contributes to reducing carbon footprint while enabling consumers to visit the mall in their electric vehicles.

Sameep Pathak, Chief Executive Officer – Mall, Oberoi Realty, said, “We are committed to making continuous improvement in the

management of our environmental impact through technological innovations and community interventions. The LEED V4.1 O+M Platinum rating awarded to us by USGBC is a testament to our dedication to reducing our carbon footprint. Our mall remains steadfast towards enabling a safe and sustainable environment through its retail shopping experience. By focusing on making our malls green and sustainable, we want to ensure all our patrons feel equally involved and enjoy a truly sustainable shopping experience.”

Gopalakrishnan Padmanabhan, Managing Director – Southeast Asia & Middle East, GBCI India, said, “The Oberoi Mall is a true example of how businesses and buildings can work towards achieving sustainability, and LEED works for all building types. Oberoi Mall's contribution towards waste management, saving and recycling water as well as adopting energy efficient LED lighting is truly commendable. GBCI India is committed to working with organisations around the country to advance the greening of our existing buildings. We would like to congratulate The Oberoi Mall on achieving its LEED V4.1 O+M platinum certification and encourage other existing structures to consider going green.”

Lulu Group to Invest ₹3,500 Cr in Tamil Nadu to Set Up Malls, Hypermarkets

UAE-based retail major Lulu group announced an investment of ₹3,500 crore in Tamil Nadu to set up shopping malls, hypermarkets and a food-logistic park. A memorandum of understanding (MoU) to this effect was signed on Monday by Pooja Kulkarni, Managing Director and CEO of Tamil Nadu Industrial Guidance & Export Promotion Bureau and Ashraf Ali MA, Executive Director of Lulu Group, the company said in a statement.

The MoU was signed in the presence of Tamil Nadu Chief Minister MK Stalin; Industry Minister Thangam Thenarasu; Yusuffali MA, Chairman of Lulu Group; other officials and dignitaries at the Abu Dhabi Chamber of Commerce HO in Abu Dhabi. As per the MoU, the first shopping mall will come up

in Chennai by 2024, while the first hypermarket is expected to open by this year-end itself at the Laxmi Mills compound in Coimbatore.

Lulu Group will also set up food processing and logistics centres for procuring and processing agri-produce for exports to middle eastern countries. A high-level delegation from Lulu will soon visit the state to finalise locations

and related formalities. “State of Tamil Nadu provides excellent infrastructure and support to the investors and we are very happy to explore bigger investment opportunities not only in Chennai but also in tier two cities such as Coimbatore, Salem, Madurai, Trichy. “Our aim is to provide more than 15,000 direct and indirect job opportunities to Tamil youth in



the next 3 years,” Yusuff Ali said. Lulu Group currently operates more than 225 hypermarkets and shopping malls in the Middle East, Egypt, Indonesia, Malaysia and India. The group employs more than 57,000 people globally.

Lulu Group has announced an investment of ₹2,000 crore near Ahmedabad to set up a modern shopping mall. It has committed an investment of ₹500 crore to set up a food processing plant in Greater Noida, Uttar Pradesh. In India, Lulu Group already has four operational shopping malls in 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 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.

Urban Square Ties Up with Lifestyle; Set to be Udaipur's First Lifestyle Store

Bhumika Group announced a tie-up with fashion retail brand 'Lifestyle' for its commercial project, Urban Square Mall. It will be Udaipur's first Lifestyle store, taking up 22,000 sq ft. space in the mall. Lifestyle is a recent addition to the list of 55+ global brands along with its anchor's stores that have been associated with Urban Square such as Reliance Trends, Pantaloons, Shoppers Stop, United Colors of Benetton, Levi's, Puma, X-Step and Adidas among many others.

Lifestyle Group is a part of Dubai-based retail and hospitality

conglomerate, Landmark Group. It is India's prominent shopping destination for various fashion choices for men, women, and children like apparel, footwear, handbags, fashion accessories and beauty. It offers a range of leading national and international brands and gives shoppers a fantastic and hassle-free shopping experience. Lifestyle has earned many accolades and awards over the years in retail and fashion domain.

On the tie-up with Lifestyle, Uddhav Poddar, Managing Director, Bhumika Group, said, "We are glad to announce our



tie-up with Lifestyle which is one of India's leading departmental

stores. Many national and international brands are looking

Navyasa by Liva Opens New Store at Phoenix Palladium Mall, Mumbai

Navyasa by Liva; a contemporary saree brand from the house of Aditya Birla Group, expands its retail presence with the opening of their fifth store at Phoenix Palladium, Mumbai. Located in South Mumbai, Palladium is inarguably the most premium shopping destination of the city. Endorsed by Deepika Padukone, navyasa by Liva brings a modern and revolutionary take on the saree with their contemporary designs.

To celebrate the launch, fashion influencers Juhi Godambe, Rupali Hasija (Curl Girl), Naina Ahluwalia, and Perna Chhabra visited the store and experienced the sarees. Located on Level 2 of the mall, the store is aesthetically designed to suit the fashion sensibilities of the young audience with its artfully decorated and vibrant interior just like the saree collection itself. The store will be an experience in itself with a magic mirror which is a digital marvel for shoppers. Navyasa by Liva is the first saree brand to use magic mirror, a cutting-edge



digital technology. It allows you to browse and virtually try on 150+ saree styles.

Navyasa by Liva sarees are fluid, flowy and are made with nature-based fabric Liva. They allow women to move around with spirited optimism and #freetobe in their element as well as explore life comfortably whether at work, party, lunch or a cafe. The collection features ethereal prints and chic styles. Each saree tells a colour-rich story with a modern



twist. The unique bold designs and diverse themes are designed to allow style to converge with fashion. Renowned designers Abir and Nanki, along with the internal design team at Liva have been instrumental in bringing the collection alive.

To cater to their largest clientele,

which is the contemporary, urban women, Palladium Mall is the ideal location for the brand's latest expansion. Home to the most exquisite Indian and global luxury brands; Palladium attracts the city's finest and most exclusive patrons.

Rajnikant Sabnavis, Chief Marketing Officer, Grasim Industries (Pulp and Fibre), said, "Navyasa by Liva has received great response from new-age women and is witnessing a consistent rise in demand. The brand is an ode to true contemporary, cosmopolitan Indian women who believe that style is a combination of fashion and comfort. After the success of our four flagship stores, the natural next step was to launch additional stores in relatable spaces which cater to our audience. Phoenix Palladium fits the criteria in every way."

Navyasa by Liva flagship stores are also operational at Ambience Mall Vasant Kunj, DLF Saket in Delhi, Orion Mall in Bangalore, and Inorbit Mall in Mumbai.



HONOURING INDIA'S MOST ADMIRABLE FOOD SERVICE RETAILERS

The Pepsi IMAGES Food Service Awards 2022, by IMAGES Group honoured leading food service retail innovators for their crucial role and outstanding achievements in business performance, marketing, retail growth, and innovation in food retail and food service in India.

By Shopping Centre News Bureau

IMAGES Group honoured India's leading food service retail innovators and pioneers as Pepsi IMAGES Food Service Awards (PIFSA), in a glittering ceremony which was held under the aegis of India Food Forum at The Westin Mumbai Powai Lake, Mumbai on April 6, 2022. The awards revered outstanding achievements in business performance, marketing, retail growth, and innovation in food retail and food service in India. Actress Tisca Chopra and Anish Trivedi graced the occasion by hosting the splendid night.

The evening also witnessed IMAGES Food Service Retail Icons of India, powered by Pepsi which honoured India's leading food service retail innovators and pioneers. Operating from tiny bylanes in bustling towns and villages to glamorous destinations in

upper-crust locations, Food Service entrepreneurs in India have been growing year on year and have made undeniable contributions to India's food service industry growth.

PIFSA is India's most prestigious accolades for food service brands, and companies recognise the continuation evolution of restaurant and dining formats across the country, and honour excellence in menu & format innovation, marketing, business expansion, customer experience across multiple categories. The awards were presented by Pepsi and was supported by Inorbit malls and Infiniti Mall.

"We are long term partners with India Food Forum to build Pepsi Images Food Service Awards & Food Service Retail

Icons of India strategically as the most prestigious platform of awards celebrating the best in class foodservice brands and the visionaries at forefront of excellence in innovation, growth expansion and new experiences. We also celebrate our legacy partnerships, resilient brands & innovation with Pepsi Swagstar Award segment each year. Many congratulations to all the deserving winners of 2022 and we hope the recognitions will inspire many more brands & teams to continue raising the bar & fuel growth of our FS industry with grit & passion," said **Shailee Chatrath, Director, Organised Trade Channel Sales and Marketing, PepsiCo India Beverages.**

The Jury

- **Bimal Sharma**, Head-Retail, CBRE South Asia
- **Professor Ravi Dhar**, Director - Management & Marketing, Yale University
- **Sushmita Balasubramaniam**, EVP, Commerce South Asia, Kantar
- **Samir Kuckreja**, Founder & CEO, Tasanaya Hospitality
- **Devangshu Dutta**, Founder & Chief Executive, Third Eyesight
- **Rajat Tuli**, Partner, Kearney
- **Viren Razdan**, Managing Director, Brand-Nomics
- **Prabodh S. Halde**, Food Technologist
- **Lara Balsara Vajifdar**, Executive Director, Madison World
- **Saloni Nangia**, President, Technopak
- **Anuj Puri**, Chairman, ANAROCK Property Consultants Pvt. Ltd.
- **Nandini Kelkar**, Director Customer Research, Frost & Sullivan (MEASA)



HOPEFUL FUTURE GAZING: KEEPING AN EYE ON THE GROWTH IN THE HINDSIGHT OF PANDEMIC!

Phygital and Digital innovation were the key elements that were in demand for all the shopping centres. Every mall took decisive steps in raising their digital and innovations bar. Mall developers also embraced 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.

By Sandeep Kumar

The first quarter of 2022 so far has been quite optimistic and fruitful for the shopping centres pan India. However, with a threat of the fourth wave looming, real estate developers and the brand owners, are once again in the state of dilemma. The situation currently is not that worrying but going by the past experiences of the past, the industry understands, the restrictions and curfews won't be a happy state for the malls. The festival season from September to December, followed by the New Year, was a huge relief for the shopping centres as every mall 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 continues to walk forward with 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.

Phygital and Digital innovation were the key elements that were in demand for all the shopping centres. Every mall took decisive steps in raising their digital and innovations bar. Mall developers also embraced 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.



CAN SHOPPING MALLS & RETAILERS PARTNERSHIP PROVIDE THE MANDATORY BOOST FOR CONSUMPTION?



The session discussed new strategies and the role of partnership for both real estate players (mall developers) and retailers.

By Shopping Centre News Bureau

Ever since the pandemic happened, a lot has changed not only for the retail fraternity but also the shopping centre industry. Going by the current scenario, retailers and retail space developers need to develop re-imagined, agile models of collaboration and consumption triggers – more than ever before. The onus rests on both occupiers and retail real estate leaders to build consumer confidence, co-create digital triggers, and drive demand and re-energies top lines across all key verticals. The session titled 'Fashion Retail Business Development Town Hall: Consumption Needs A Strong Boost. Can Mall-Retailer Partnerships Lead The Way?' at India Fashion Forum, held on March 23-24, 2022 at The Leela Ambience,

Gurugram discussed the new strategies and the role of partnership for both real estate players and retailers. This session brings some of the most dynamic developers and retailers to discuss what possibly we can be done together to:

- Drive customers back to the malls, in particular during week days
- Create new reasons/ seasons to shop in the mall
- Enhance Omnichannel experience for customers
- Add to the brick and mortar experience

The session was moderated by **Pankaj Renjhen**, COO & Jt. MD, ANAROCK Retail.

The retail panelists included:

- **Abhishek Raj**, COO, Lacoste

India / Sports & Leisure Apparel Ltd

- **Ashish Awal**, National Sales Manager, Pepe Jeans
- **Lokesh Chopra**, Head Sales & BD, Alcis Sports Pvt Ltd
- **Manik Dhodi**, Director Real Estate, adidas Group India
- **Preeti Chopra**, National Head BD –Retail, Raymond
- **Sumit Ghildiyal**, Head Retail Business Development & NSO (Max), Landmark Group
- **Sumit S Suneja**, Head BD & Franchise, Bestseller
- **Vivek Shrivastava**, Head of Retail Business Development, Aditya Birla Fashion and Retail

The real estate panel had the likes of:

- **Aman Trehan**, ED, Trehan IRIS
- **Arjun Gehlot**, Director,

Ambience Group

- **Harsh Bansal**, Director, Vegas Mall & Unity Group
- **Pushpa Bector**, Executive Director, DLF Shopping Malls
- **Shibu Philips**, Business Head-Malls, LuLu International Shopping Malls

FEC to the Rescue

Pankaj Renjhen, COO & Jt. MD, ANAROCK Retail kickstarted the session by welcoming the speakers and introduced the topic of the discussion. Pushpa Bector, Executive Director, DLF Shopping Malls expressed delight in sharing that DLF malls have witnessed a pent up demand at this point. Ever since the F&B segment got the green signal to function with full capacity, the footfalls in malls have increased. Since March, the footfalls are right



M2K has already enriched the landscape of the National Capital Region, with properties in Gurgaon, Dharuhera, Rohini and Pitampura, with some of the best multiplexes and most outstanding housing projects. M2K Corporate Park Shopping Plaza is a centrally located neighbourhood complex with two fully operational corporate offices and has dedicated space for fashion brands, resto-bars and FEC centers.

By Sandeep Kumar

M2K TO FOCUS MORE ON F&B, CO WORKING AND EV CHARGING INFRASTRUCTURE COMPANIES IN 2022

M2K Group has already enriched the National Capital landscape with some of the best multiplexes and outstanding housing projects. With such an impressive portfolio of achievements, M2K is all perfectly positioned to create new hallmarks of distinction. In a very short span of time the Group has ventured in the sunrise sectors such as Biologicals, Real estate, Multiplexes and Technologies and achieved significant success. M2K has already enriched the landscape of the National Capital Region, with properties in Gurgaon, Dharuhera, Dwarka Expressway, Rohini and Pitampura, with some of the best multiplexes and most outstanding housing projects. M2K Corporate Park Shopping Plaza is a centrally located neighbourhood complex and has dedicated space for fashion brands, resto-bars and FEC centre.

In an exclusive interaction with Shopping Centre News, **Dr. Vishesh Rawat, Vice President & HOD of Sales, Leasing, Marketing & CRM of M2K Group** talks about the brand journey and upcoming marketing strategies. He also analyses the current situation of the real estate industry, emphasizing on the roadmap ahead for the brand.

Special Events in Shopping Malls

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



DLF MALL OF INDIA INTRODUCES 'ACTIVE NOIDA' ON THE OCCASION OF NOIDA DAY

With the world moving back to normalcy and a renewed focus on enhancing customer experience, DLF Mall of India, the country's largest mall, is all set to introduce ACTIVE NOIDA, a one of its kind platform to reclaim the active outdoor lifestyle of its customers for recreation, health, happiness and connection. As the city progresses rapidly with strong infrastructure

and a myriad of new opportunities attracting new residents from different parts of the country, DLF Mall of India has curated this platform with multiple engaging activities for an energized lifestyle.

With customer centricity at its core, DLF Mall of India has always believed in introducing innovative ideas and concepts. The first edition of ACTIVE NOIDA will

commence on World Earth Day on 22nd April with a plantation drive across different parts of the city. In addition to this, a 15 km Cyclothon will be organized in the first week of May encouraging the use of non-polluting vehicles and building awareness about the need of a safe traffic environment for cyclists in the city. As part of the programme, calendarized activities will be hosted at DLF Mall Of India, Noida throughout the year.

The idea is to reclaim the active lifestyle with carefully curated outdoor experiences catering to all age groups such as Marathons, Rides, Fitness Sessions, Reading Clubs, Co-curricular Activities/Hobby classes for children, Art Workshops, Jamming Sessions, Dance classes and more. With an aim to contribute to the development of the city, the programme will also organize various volunteering events such as plantation drives, trash upcycling, cleanliness drive and more. Additionally, the programme will be offering exclusively designed modules and activities for senior citizens and differently abled

citizens.

Commenting on the new initiative, Manish Mehrotra, VP and Centre Head, DLF Mall of India said, "DLF Mall of India, has been at the forefront of offering an unparalleled retail experience to its patrons. Since its inception, it has envisioned providing a holistic customer journey and continues to offer its visitors exceptional service. With our customer first approach, we strive to make the property's portfolio in adherence to preferences of the audience, catering to all age groups. Active Noida is one such step, aimed at encouraging residents to adopt an active lifestyle by exploring and engaging in a variety of outdoor activities with a focus on holistic living. It brings us delight to provide newer experiences to our customers without compromising on their health or safety."

Active Noida will be further extended to the RWAs and residential complexes to invite people for the fun ahead. Participants can also expect to win exciting F&B and Shopping vouchers by participating in the event.



ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

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