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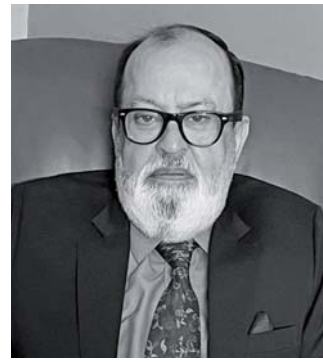
SHOPPING CENTRE News

DEVELOPING RETAIL SPACES IN INDIA

MAY 2023 | VOLUME 16 | NUMBER 4

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₹100



SPECIAL FEATURE
PAGE 8

Leasing Professionals Reigning the Retail Real Estate Landscape



IRIS | BROADWAY G R E N O W E S T

1ST HYBRID MALL IN DELHI-NCR

STUNNING RETAIL SPACES AVAILABLE FOR LEASE











Construction
in full swing

Artistic Impression

RERA Reg. No. UPRERAPRJ673874, available on www.up-rera.in

1 million Sq. Ft. mixed-use development. Conceptualised by Benoy, UK – the team behind the famous Ferrari World, and City Walk, Dubai.

Based on the success of Iris Broadway Gurugram, a 100% leased out retail-led shopping centre & food hub.

- 
 - 25,000 Sq. Ft. of central atrium with signature "Golden Petals" & natural greens having vertical landscape
 - Designed by Uncommon Land, UK
- 
 - Premium retail outlets offering global shopping experience
- 
 - Triple-height family leisure centre
 - 100 room boutique hotel with 3 large banquet halls and adjoining large landscape terraces
- 
 - 6 Large anchors with road frontage
- 
 - Upcoming metro station in front of the mall
- 
 - Express escalator exclusively for the food court
- 
 - 6 Independent entry/exit and drop off points for Retail, Hotel/Banquets & Offices
- 
 - Greater Noida (West) is expected to have 5 lakh apartments in the next 3-4 years with approximately 15 lakh residents



BEST UPCOMING PROJECT
OF THE YEAR (METRO)
IRIS BROADWAY GRENOWEST

Call, Akash Nagpal – 9811316823
Email to akash@trehaniris.com

1 SQ. MTR. IS EQUAL TO 10.76 SQ. FT. 1 MILLION SQ. FT. = 92903.04 SQ. MTR.
25,000 SQ. FT. = 2322.58 SQ. MTR.



**SO STYLISH.
SO COMFORTABLE.**

NEW

24X7 **GLAM**
COLLECTION

It's got to be
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SHOP FROM

Bata RED LABEL

marie claire

Mocassino
By Bata

Bata
COMFIT

Hush Puppies

NAT
UR
ALIT

THINK OUTDOORS
WEINBRENNER
SINCE 1892

**NORTH
STAR**

Scholl

Bubble
gummers

power



Leasing Heads: The Agents of Shopping Centres Success

The success of a shopping centres greatly lies on meticulous leasing with a well-planned zoning, tenant mix and offerings to target customers among other parameters. Leasing is a very delicate business, and it is very important to understand the key components of a lease transaction.

Therefore, the in-charge of leasing in a shopping centre plays a significant role in achieving the goal. His/her ultimate experience and aim offers a great value to the guests at the shopping centre with maximum value and convenience. And, also helps to achieve higher conversions and thereby, better and higher sales for the tenants.

IMAGES Group recognizes the contribution made by these professionals in identifying the most potential tenants for their respective centres and also continuously working with brands and retailers to create new shopping destinations and achieve more and more dedicated customers.

This edition of Shopping Centre News, features some of the leading and reputed leasing professionals in the business of shopping centres. The edition carries an exclusive feature highlighting the journey, challenges, aspirations, vision and goals of these professionals.

As always, we hope you will find the issue informative and useful. Log on to <https://www.indiaretailing.com/> for more features, analyses and opinions.

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We are all ears! Your bouquets and brickbats are welcome.

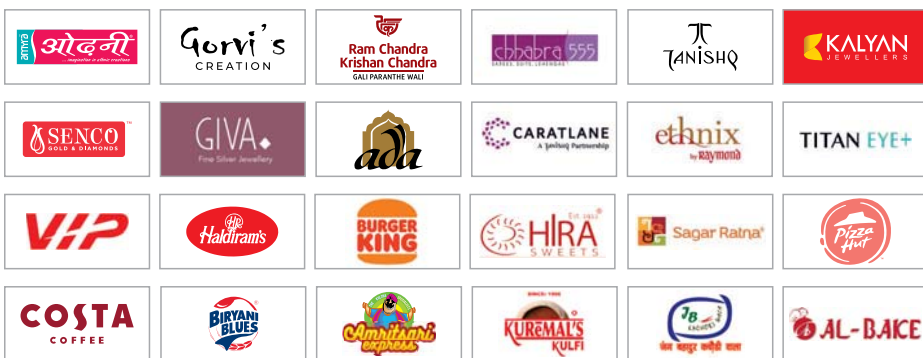
पुरानी दिल्ली का नया चौक

Dekha Kya?



ACTUAL IMAGE

ASSOCIATED BRANDS



and many more...

FIT-OUT STARTED

Gross Leasable Area
4 Lacs Sq.ft. (Approx)

DAWATPUR - A 2000 seater,
multi-cuisine food court
in the heart of Delhi.

Multi-Level Parking
With 2200+ Car Parks

Delhi Metro

Proposed: Direct Entry From
Chandni Chowk Metro Station

Approx. 40 Lac⁺ Serious
Shoppers Every Month
and many more...



IRF Trusted Mark Felicitates New Members

In a gala ceremony at Phygital Retail Convention (PRC) 2023, at Jio Convention Center Mumbai (May 12), IRF Trusted Mark felicitated four new members. Nexus Hyderabad, Nexus Ahmedabad One, Growel's 101 and Magsons Supercentre were announced on-board in a ceremony during the IMAGES Retail Awards (IRA 2023).

The certificates were handed by Santush Kumar Pandde, CEO, IRF Trusted Mark and were received by the delegates of the respective organizations.

IRF trusted Mark certification is symbol of excellence in practicing global standards in consumer centricity, adequate systems, and compliances in accordance with ISO-IEC 17065 certification process. Through this certification these brands have placed themselves in the best position to bring the confidence in consumers to confidently shop and enjoy products and services carrying the trusted mark endorsement.

What IRF Trusted Mark certification Does?

Encourage retailers and shopping centres to go for the Trusted Mark and thus ensure implementation of global best practices and systems directed towards consumer centricity. Help certified retailers and shopping centres in communicating the benefits of 'TRUSTED MARK' as a symbol for consumer trust. Generating consumer awareness and assurance needed to encourage consumers to confidently shop and enjoy products and services carrying the Trusted Mark endorsement.



The Process

The 3rd Party Certification Process includes Annual Mystery Audits, Gap corrections by applicants, followed by certification and annual surveillance audits by globally accredited certification bodies (CBs) in accordance with ISO/IEC 17065 certification process. In India, the CBs are accredited by The National Accreditation Board for Certification Bodies (NABCB) – member of International Accreditation Forum (under Quality Council of India, Ministry of Commerce & Industry, GoI)

Internal Audit

SOPs/ Policy Manuals – Documentation, Approvals, Amendments, Communication of Policies, Empowerment of staff to execute/ implement.

Mystery Audit

All areas, services and functions that concern customers and that customers have access to.

Third Party Certification Audit

Standards & Compliances

Regulatory Compliances

- Mandatory essential compliances
- Product /service specific compliances
- Location/Other requirements specific compliances

Customer Care

- Customer Service, Feedback and Dispute Resolutions (for Retailers)
- Centre Services and Feedback (for Shopping Centres)
- Customer data, their safety & privacy (for Retailers)
- Centre Safety & Security (for Shopping Centres)

Practices and Systems

- Sustainability
- HR practices
- Communication
- Goods and Services
- Terms and conditions of sale (for Retailers)
- Terms and conditions of hosting (for Shopping Centres)
- Transactions and Accounting
- IT Ecosystem – IT & Digital Information



Leasing Professionals Reigning the Retail Real Estate Landscape

By Shopping Centre News Bureau

Thoughtful and persistent leasing is one of the decisive factors, as far as the success of the mall is concerned. Leasing is rated as the lifeline of a mall as it ensures its sustainable performance in the long term. Retail leasing is exciting, challenging and fulfilling and hence requires an expert, a specialized captain, to take the ship forward.

Someone with a clear vision of who the mall is going to cater today and in the coming future. The positioning, the space and what kinds of brands should be approached or renewed in the mall. A person who is a strong leader and can drive the team to achieve the vision.

While the big picture doesn't often change for the shopping malls, the details of the story must adapt to constantly changing business conditions. Therefore, it is the duty of the 'Leasing Heads' to keep the strategy and impulse in place. Leasing is a very delicate business, and it is very important to understand the key components of a lease transaction. A leasing head also must give importance to key areas such as revenue share, CAM, HVAC, marketing chargers, security deposits, consequences of breaches, capex agreed.

Apart from this, there are other areas such as exhibition, event conceptualization management, client relationship management which are also the key responsibilities of the leasing heads. Leasing heads are also responsible for driving business growth within a company. They develop a network of contacts to attract new clients, research new market opportunities and oversee growth projects, making sales projections and forecasting revenue, in line with projected income. They are very important for the success of a business and its ability to gain market share. Business heads also play a significant role in strategy and how the business is run. They engage with all the senior stakeholders and keep them in the loop regarding any developments.

Roles & Responsibilities:

Responsibilities of Leasing Heads include but not limited to:

- Retail leasing business development and building operations.
- Restaurant and food court setup and operations.
- Entertainment (Fun Centre/Cinema) setup and operations.
- Strategy planning and zoning of malls.
- Operation management and building operations.
- Fit Out management and budgeting.
- P&L management.
- Negotiation of commercial terms of lease.
- Develop and maintain business relationships with developers and retail brands.
- Legal documentation pertaining to leasing.
- Insight knowledge of CAM Working.
- Exhibition and event conceptualization and management.
- Client relationship management.
- Collate, analyze and distil data on consumers, competitors and brands into intelligence that informs sales planning process.
- Conduct thorough market analysis and survey to determine new opportunities and tap these subsequently to enhance profit.
- To formulate and implement retail distribution strategies and programs which maximize business growth, profitability, market coverage and market share.
- Identify opportunities for new products and search for new areas of operations.

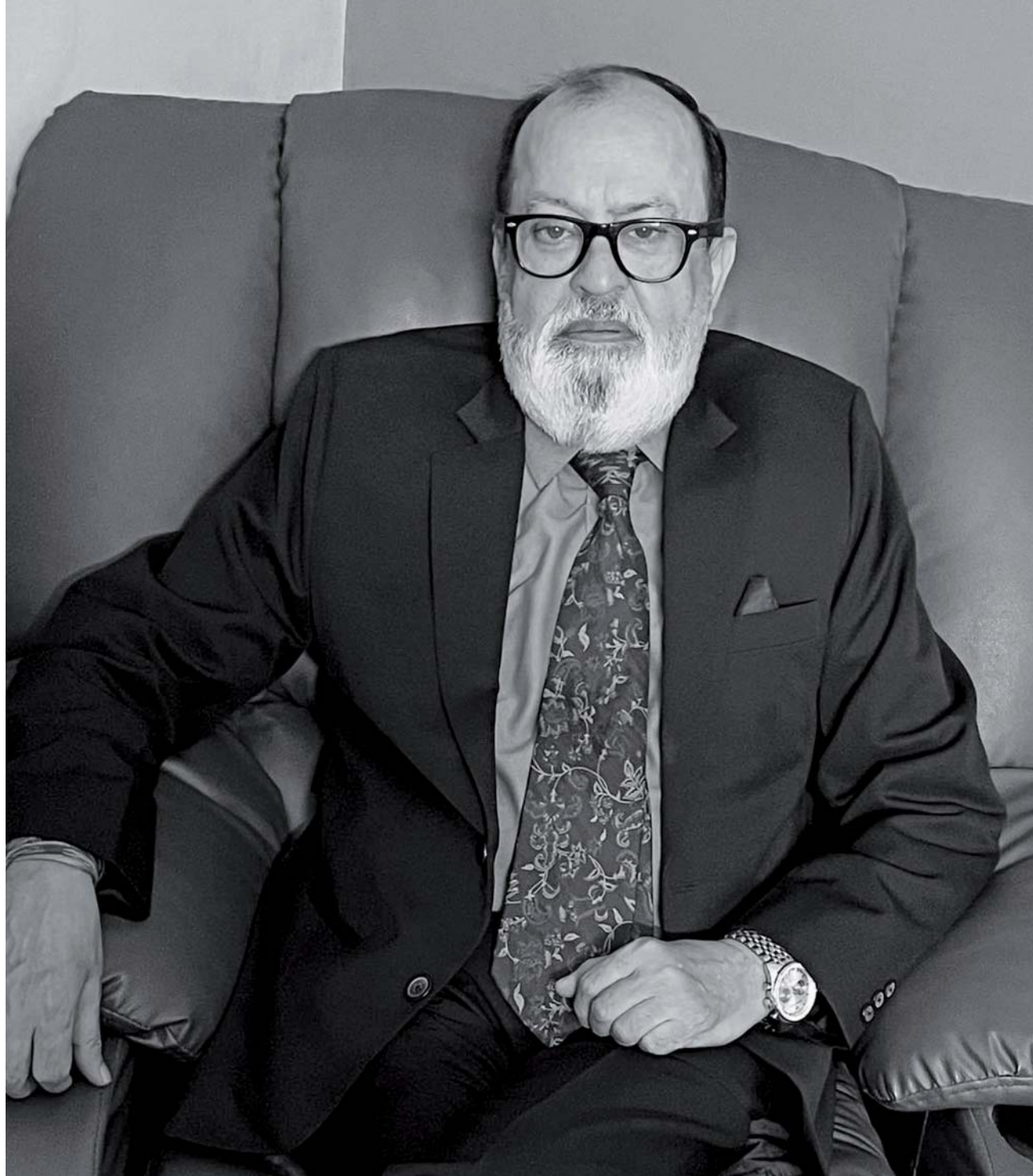
In this edition of Shopping Centre News, we feature some of the dynamic leasing professionals in the retail real estate industry. The exclusive feature talks about the journey, challenges, aspirations, vision and goals of these professionals.



Abhinav C Ajmera

President – Leasing
Omaxe Ltd.
Age: 48

Abhinav C Ajmera is a dynamic, results-oriented business leader with 24+ years of strong performance track record in turnaround and high-paced organizations. With expertise in shopping centre development, leasing, marketing and strategy, he has led comprehensive project development and leasing plans for many retail, hospitality and mixed-use real estate developments.



Ajay Chugh

Head Leasing
Home & Soul
Age: 65

An alumnus of Scindia School, Gwalior and Delhi University, Ajay Chugh initially inherited his father's automobile business and later became a real estate consultant.

He sourced land for Windmills in Tamil Nadu for 7 years and is now heading the lease department at a reputed realty firm.



Mallika Dewanwala

Head Leasing - Groups and Vanilla

DLF Ltd.

Age: 39

Mallika Dewanwala is a seasoned leasing professional with over 14 years of experience in leasing working with DLF Malls to head groups/ vanilla leasing for Promenade, Mall of India, Avenue and Cyber Hub.

She is result-oriented professional and highly effective leader who creates strategic alliances with organization leaders to effectively align with and support key business initiatives while building long-term relationship with brands, forming a great connect with international, local and regional brands.



Nitin Bir

Vice President
Unique Estates Development Co. Ltd.
Age: 49

Nitin Bir is a results oriented leader with a strong track record of performance in turnaround and high paced organizations. Currently, associated with Infiniti Malls, he is heading leasing, operations, marketing and other important functions of the malls division of K Raheja Realty, utilizing keen analysis, insights and team approach to drive organizational improvements and implementation of best practices.

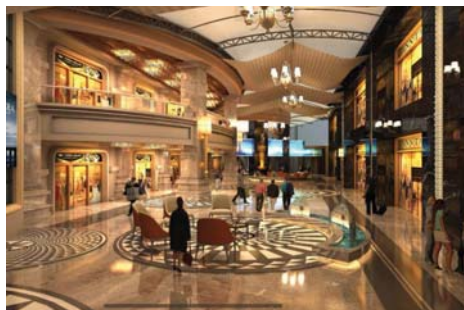
Nitin has a background in providing exceptional leadership while directing multiple functions simultaneously. An innovative, people-oriented leader with entrepreneurial initiative and vision who drives revenues and manages rapid growth profitably with a focus on building a strong corporate culture.

A MAKEOVER THAT'LL BEGIN A NEW ERA.

Amanora Mall, Pune East's biggest & most loved mall is getting ready for a revamped experience. Is your brand a part of it?



AMANORA MALL



NEW WEST BLOCK LOBBY



MAJESTIC ENTRANCE GATE



NEW, GRAND FOOD COURT

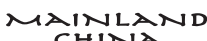
ACROSS 1 MILLION SQUARE FEET | 1000+ PREMIUM GLOBAL BRANDS | 250 STORES | NEW RETAIL OPPORTUNITIES



THE BODY SHOP



goodness that delivers



AND MANY MORE BRANDS AT THE MALL