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RETAIL

Future of Businesses

NORTH INDIA SPECIAL
300th
Edition

November 2024 | VOL.23 NO.11

Featuring
the
**RETAIL
STARS**
of North
India



IMAGES RETAIL

Editor's Note / November 2024 / VOL.23 NO.11

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NORTH INDIA SPECIAL

300th Edition

Celebrating the North Stars

The issue you hold in your hands is very special to the entire team at IMAGES as it is the 300th edition of IMAGES Retail. The magazine, like the industry it covers, has evolved over the years to help our readers stay on top of their business and updated about the sector.

We celebrate this pivotal milestone with a special focus on North India's dynamic retail sector. It is also the birthplace of many legendary entrepreneurs who've built massive retail businesses — from Biba to Lenskart and from Mohanlal to Haldiram's, a region known for its entrepreneurial spirit and never-die attitude.

From Delhi to Chandigarh, the region has emerged as a hub for both domestic and international brands, driving growth and innovation in the retail space. This edition delves into key developments reshaping the market, from the rise of experiential shopping formats to the rapid expansion of luxury and e-commerce-driven retail.

Notably, the surge in retail real estate development is transforming cities like Gurugram, Noida, and Lucknow into retail hotspots, with landmark malls and mixed-use complexes offering cutting-edge experiences for consumers. The magazine features some of the retail stars of North India, showcasing their stories of how they have adapted to the changing consumer preferences.

As North India continues to be a vital growth engine for the Indian retail sector, this special issue of *IMAGES Retail* offers valuable insights for stakeholders, from brands to developers, in navigating the region's unique opportunities and challenges. With its comprehensive analysis, the 300th edition underscores the magazine's ongoing commitment to tracking and celebrating retail evolution across the country.



Amitabh Taneja

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Leading the AI Revolution in Retail

– Sadique Ahmed, CEO, Pathfinder



As a leader in AI-driven retail intelligence, **Sadique Ahmed, CEO, Pathfinder**, understands the power of technology when it comes to improving and personalising the shopping experience for all. Having recently launched RetailGPT, the Generative AI platform bridging digital and physical retail, Pathfinder is setting a new industry benchmark in understanding consumer behaviour.

Here, Ahmed talks to IMAGES Retail about how RetailGPT came to fruition, what's next and his broader vision for the future of retail.

Could you share the story behind the RetailGPT platform?

RetailGPT is an idea that has been evolving for over a decade. Back in 2009, Pathfinder began working on revenue assurance solutions, helping shopping centres and airports capture sales data. But we noticed that simply knowing sales numbers wasn't enough – retailers needed to understand who their customers were. This resulted in the idea of a customer-centric data platform.

Fast forward to today, and RetailGPT is bridging that gap by using Generative AI to provide a personalised shopping experience that makes retailers more responsive and interactive.

In a way, RetailGPT is designed to bring retailers closer to their customers?

Exactly. With RetailGPT, we're not just looking at numbers on a spreadsheet; we're diving into what drives each customer. Our platform leverages our 20+ years of experience in retail data to go beyond surface-level sales data and understand consumer behaviour. This allows retailers to learn a lot more about their customers than ever before; about 45% of their customer base, compared to the typical 10-15%. This deeper insight enables retailers to personalise their engagement, making interactions more meaningful and rewarding for the customer.



RetailGPT
Just Prompt

The Evolution of Retail in North India

Emerging Hotspots, the Rise of Malls, and the Impact of the Residential Property Boom on the Region's Retail Landscape



The boom in residential property development has created a symbiotic relationship between retail and real estate, contributing significantly to the expansion of organized retail and transforming North India into one of the country's most dynamic retail hubs

By IMAGES Retail Bureau



North India has always been the land of enterprising people who have created some very successful businesses like Modicare, Liberty, FabIndia, V-Mart Retail, Biba, Mohanlal Sons and Haldiram's among others.

The country's capital Delhi, which houses India Gate, has been the chosen gateway to the Indian market for many international brands like

Louis Vuitton (LV), Starbucks, Zara, H&M, Victoria's Secret, Uniqlo, The Body Shop and, more recently, Footlocker and Armani Beauty.

Evolution of Retail

Retail in North India has experienced a remarkable transformation over the past few decades, driven by a combination of factors, including economic growth, increased

urbanization, demographic shifts, and a growing middle class with rising disposable incomes. The retail landscape in this region has evolved from traditional markets and small retail shops to sprawling shopping malls, large-format stores, and sophisticated e-commerce platforms. A key catalyst in this transformation has been the rapid growth of residential real estate. The boom in residential property development has created

UNITY GROUP

For nearly three decades, Unity Group has been a pillar of excellence in real estate, transforming the landscape of Delhi with a commitment to transparency, vision, and commitment. Since inception in 1996, the company has developed and delivered over 10 million square feet of premier commercial, retail, hospitality, and mixed-use spaces, earning the trust of the customers, investors, and community. The brand’s portfolio boasts more than 100 successful projects that have become integral to Delhi’s urban environment.

Going forward, Unity Group continues to set ambitious goals with approximately 15 million square feet of ongoing developments. These include a landmark residential project in the heart of Delhi, an iconic mixed-use commercial space in Dwarka, a state-of-the-art healthcare facility in Pitampura, and multi-level car parks with integrated retail spaces in Janakpuri and Rohini.

Some of the shopping malls developed by Unity Group in the Delhi NCR region are:



Unity One Rohini

Unity One Rohini is a boutique retail destination developed in partnership with the Delhi Metro Rail Corporation (DMRC). As one of India’s first malls with direct connectivity to a metro station at the concourse level, it offers unmatched convenience for visitors. It is also the first building in India to feature a solar carport on its rooftop. With a curated blend of cinema, retail, dining, and entertainment, Unity One Rohini caters to a vibrant community.

Located in the well-planned residential area of North Delhi’s Rohini, it serves over 50,000 families residing within a 2-kilometer radius.

- > **Location:** Rohini, Delhi
- > **Type:** Retail mix
- > **Launch:** 2016
- > **Total Built up area:** 4,00,000 sq. ft.
- > **GLA:** 1,25,000 sq. ft.
- > **Floors:** 8



Unity One CBD Shahdara

Unity One Mall in Shahdara houses Delhi’s biggest single store – Metro Cash & Carry, spread over a massive 1.25 lakh sq. ft. of area. With a floor plate of 1 lakh sq. ft. of area, the mall boasts of plush designer interiors, aesthetically designed exterior façade & best –in-class specifications. A host of retail, F&B and wellness brands are present in addition to 4 banquet halls. The parking is free for all visitors.

- > **Location:** Shahdara
- > **Type:** Retail commercial
- > **Launch:** 2008
- > **Total built up area:** 4,25,000 sq. ft.
- > **GLA:** 2,75,000 sq. ft.
- > **Floors:** 5
- > **No. of entry points:** 3
- > **No. of exit points:** 3

‘Fashion, Beauty & Jewellery Lead Festive Sales Surge,’

Nandini Taneja, Regional Director-Leasing, Reach Group, discusses the standout moments from the mall’s current festive season

By Sandeep Kumar

Located at the crossroads of three major roads of Southern Periphery Road (SPR) — 3 Roads by Reach Group enjoys unmatched connectivity and accessibility, making it a prime destination for both, retailers and consumers. Strategically positioned in Sector 70, Gurugram, this mixed-use development seamlessly combines a modern high street, office, and leisure spaces, ensuring that it meets the diverse needs of the local community.

Designed by Arcop Associates, the centre features a range of essential services including co-working spaces, beauty and fitness centres, cafes, grocery stores, and more, making it a one-stop destination for everyday needs. Additionally, the office tower above the retail centre further enhances its appeal, offering businesses a prime location within the same vibrant hub.

As 3 Roads Mall celebrates three years since its launch, it stands as a testament to successful growth and community engagement. The recent Diwali festive season marked a particularly impressive milestone, with a significant surge in footfall driven by the mall’s prime location, diverse service offerings, and vibrant seasonal promotions and experiences.

It also experienced a notable increase in consumer engagement, as shoppers flocked to take advantage of exclusive offers, enjoy the vibrant atmosphere, and explore the diverse range of retail options. The successful festive season not only contributed to the mall’s growing popularity but also underscored its role as a go-to destination for the local community, further solidifying its



AVS Group

Transforming Real Estate with Unmatched Expertise

From state-of-the-art retail spaces to luxurious hotels and banquets, AVS Group offers properties that are unmatched in elegance and quality, catering to both commercial and lifestyle needs

By Shopping Centre News Bureau



AVS Group, established in 2017, has rapidly emerged as a distinguished name in the real estate sector, particularly in Delhi NCR. With its origins in Ghaziabad, the AVS Group has made impressive strides, evolving into one of the fastest-growing business entities in the region. Built on the principles of dedication, dynamism, and expertise, the company has been steadfast in its mission to provide lifestyle spaces that fulfill the expectations of its customers while setting new standards in the real estate industry.

With a total project footprint of 5,000,000 square feet, AVS Group has established a strong presence, particularly in the Raj Nagar Extension, where it stands as a premier real estate developer. Known for delivering

high-quality, premium commercial projects, AVS has positioned itself as a pioneer in creating spaces that set the benchmark in retail experiences. From state-of-the-art retail spaces to luxurious hotels and banquets, the group offers properties that are unmatched in elegance and quality, catering to both commercial and lifestyle needs.

A hallmark of AVS Group's success lies in its commitment to timely delivery. The company has gained a reputation for delivering projects ahead of schedule, exemplified by the rapid completion of AVS City Palace within just 18 months and AVS City Square within 24 months. These achievements reflect the company's operational efficiency and dedication to honoring its commitments, instilling trust and confidence among its stakeholders. By

delivering on promises consistently, AVS Group has set a high standard in the real estate industry, differentiating itself as a developer that values reliability and customer satisfaction.

AVS projects are known for their modern amenities and innovative designs that redefine the retail and commercial landscape. The group's focus on quality is unwavering, ensuring that each development not only meets but exceeds customer expectations. This dedication to excellence has enabled AVS Group to cultivate a reputation as a trusted and esteemed developer within Delhi NCR's highly competitive real estate market.

Under the strategic guidance of its directors, the company has reached several significant milestones, consistently adding value for its customers, investors, and business



Redefining Retail and Recreation in Gurugram

Conceived as Gurugram's first Sociozone™, One Global stands out with its unique concept, blending high-street ambience with hyperlocal convenience

By Sandeep Kumar

Capital Developers is all set to unveil One Global, an upcoming landmark project in Sector 73, Gurugram, that promises to transform the retail and lifestyle landscape of the city. Conceived as Gurugram's first Sociozone™, One Global stands out with its unique concept, blending high-street ambience with hyperlocal

convenience. The project is designed to offer a one-of-a-kind retail and recreation space, catering to the growing demand for premium shopping experiences while also serving as a social hub for residents and visitors alike.

With a planned handover by October 2025, it promises to deliver a vibrant, high-quality destination that sets new standards in retail and lifestyle offerings.

Key Highlights

- › Three-sided open site with extensive frontages
- › Access from all three sides via 90, 60, and 24-meter roads
- › Five entry/exit points with ample open parking
- › 1.14 acres of water bodies and sitting areas
- › All plots open on two sides
- › 5-star hotel operated by the InterContinental Group
- › 15,000 sq. ft. Family Entertainment Center (FEC) space along with 15 restaurants
- › Premium residential developments in proximity, including DLF Alameda, Primanti, and others
- › Significant commercial catchment area, housing tenants such as BMX, Google, and Genpact

Taking Tradition Across India

Over the years, Meena Bazaar has become a trusted name in Indian ethnic fashion

By IMAGES Retail Bureau



Established in 1970 by Suresh and Vishnu Manglani, Meena Bazaar has become a trusted name in Indian ethnic fashion, offering a stunning range of lehengas, kurta sets, sarees, and suits. Known for its commitment to quality and craftsmanship, the brand has catered to generations of customers seeking authentic, elegant attire.

Currently, on an aggressive

expansion spree, Meena Bazaar has achieved impressive growth, reporting a 30% increase from the previous year. The brand has opened a new store approximately every 37 days, reflecting its strong momentum and rising popularity.

Pan India Expansion

With this rapid expansion and a positive outlook for the year ahead,

Meena Bazaar is set to further strengthen its presence, bringing its signature blend of tradition and contemporary style to a wider audience across India and beyond.

“We are expanding into the South Indian market as well, with new stores opened in Kochi, Trivandrum, Bengaluru, and Hyderabad.

Additionally, we are now focusing on further growth in tier 2 and tier 3 cities,” mentioned **Shahroz Mirza**,



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