

# RETAIL

**Future of Businesses**

July 2025 | VOL.24 NO.2

**Technology**

ESRI India: Powering Sectors with Geospatial Excellence

**What's Hot**

South Avenue Mall Unveils 'Ruby Movie Magic'

**Next Stop Retail**

A Curated Showcase of India's Upcoming Retail Real Estate Destinations



RETAIL  
**ICONS**  
Shaping  
Tomorrow

Business Heads Spearheading the New Age of Retail Expansion



# IMAGES RETAIL

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## RETAIL ICONS

India's retail landscape is in the midst of a profound transformation—and at the forefront of this shift are 'Business Heads' who are no longer just focusing on opening stores but building experiences, ecosystems, and scalable strategies. In the July edition of IMAGES Retail, we spotlight some of these leaders who are redefining how brands expand, engage, and evolve.

The days of expansion being solely about location and size are long behind us. Today's retail growth is purpose-driven, data-backed, and deeply rooted in consumer insight. Business Heads are aligning with real-time customer behavior, omnichannel opportunities, and fast-changing market dynamics to design blueprints that go beyond square footage. From adopting new-age formats like kiosks and shop-in-shop models to unlocking value in Tier 2 and 3 cities, their strategies reflect a blend of ambition and agility.

Technology, too, is not just an enabler; it's the new foundation. These leaders are harnessing data analytics, AI tools, and seamless offline-online integrations to fuel growth, improve ROI, and build loyalty. Whether it's using pin-code level insights to decide store locations or deploying AR for immersive in-store experiences, they are pushing boundaries like never before.

Complementing this feature is Next Stop: Retail; a curated showcase of India's upcoming retail real estate destinations. As consumption expands and formats diversify, infrastructure must evolve in parallel. This second section dives into the projects poised to become tomorrow's retail powerhouses—locations that will host the next wave of experiential, tech-forward, and community-centric retail.

Together, these stories underline one truth: retail in India is not just growing; it is growing smarter, faster, and more connected than ever. And the road ahead, led by the vision of these business heads and anchored by future-ready retail spaces, looks more promising than ever.



**Amitabh Taneja**

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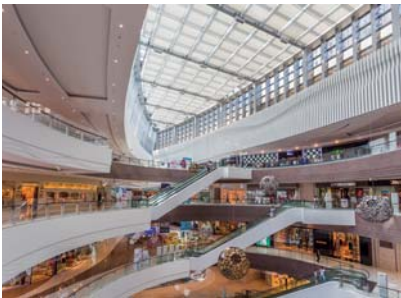
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# Esri India: Powering Sectors with Geospatial Excellence

*With ArcGIS—the world’s leading GIS platform—at its core, Esri India continues to transform how India maps its future.*

BY SANDEEP KUMAR

Since its inception in 1996, Esri India has played a pioneering role in driving the adoption and evolution of the Geographic Information System (GIS) technology across India. With a mission to empower organisations to solve social and business challenges using GIS, Esri India has enabled government bodies, businesses, academic institutions, and NGOs to harness the power of spatial intelligence for better planning, operational efficiency, and informed decision-making.

Today, organisations across diverse sectors—including architecture, engineering & construction, defence, energy & utilities, health, education, retail, smart cities, transportation, insurance, banking, and governance—leverage Esri India’s capabilities to make mission-critical decisions powered by geospatial data.

What sets Esri India apart is its strong foundation built on process integrity, customer focus, and an employee-friendly culture. The company follows a process-driven approach, holding prestigious certifications like ISO 9001 for quality management and ISO 27001 for information security, demonstrating its commitment to global standards. Esri India’s Application, Development & Maintenance (ADM) division has been appraised at CMMI Level 5 by ISACA.

At the core of its operations is a user-centric philosophy, where a deep understanding of customer challenges drives solution development and long-term partnerships. Esri India also takes pride in its people, having been recognised among India’s Best Companies to Work For by the Great Place to Work® Institute for three consecutive years (2021–2023), reflecting a culture of trust, engagement, and professional growth.



# South Avenue Mall Unveils ‘Ruby Movie Magic’

BY IMAGES RETAIL BUREAU

**S**outh Avenue Mall, Jabalpur’s first and most celebrated lifestyle destination, has once again raised the bar for entertainment in the city with the launch of Ruby Movie Magic—a state-of-the-art premium cinema experience. With this bold introduction, Jabalpur enters a new era of movie going that was once reserved for India’s major metros.

## A Cinematic Experience Like No Other

Ruby Movie Magic isn’t just a cinema—it’s an immersive journey into visual and sensory delight. With laser projection, Dolby sound systems, premium leather recliner seating, and a specially curated gourmet food menu, every detail has been meticulously crafted to elevate the way Jabalpur experiences film.

While luxury multiplexes are often synonymous with metro cities, Ruby Movie Magic proves that tier-2 cities like Jabalpur are not only catching up—they are setting new benchmarks. This addition brings a premium entertainment experience directly to local audiences, reflecting the evolving aspirations of modern consumers.

## Breaking Records and Raising Standards

With the introduction of Ruby, South Avenue Mall now houses five cinema screens, making it the only mall in Jabalpur with the highest number of luxury recliner seats in a single multiplex. This enhanced capacity allows for show timings to start every 30 to 45 minutes—ensuring both variety and flexibility for moviegoers.

This cinema upgrade is not merely about comfort; it’s a strategic move that significantly boosts footfall, extends customer dwell-time, and further strengthens South Avenue Mall’s position as Jabalpur’s premier lifestyle and entertainment hub.

## A Strategic Step Forward for the Mall

The launch of Ruby Movie Magic marks a crucial growth milestone for South Avenue Mall. As malls across India evolve from shopping-centric spaces to full-fledged lifestyle destinations, luxury cinema has emerged as a powerful footfall magnet, especially in emerging urban centers. With Ruby Movie Magic now at its heart, South Avenue Mall has successfully expanded its value proposition—catering to a discerning, aspirational audience seeking more than just retail therapy.

## South Avenue Mall


Established as the first mall and multiplex in Jabalpur, South Avenue Mall has long been a trendsetter in the region’s retail and entertainment landscape. Located on Narmada Road, it has been instrumental in transforming how the city shops, dines, and spends its leisure time.

The mall hosts a diverse mix of shopping outlets, offering everything from apparel and electronics to cosmetics and accessories. Dining options range from local favorites to national and international food brands, ensuring there’s something for every palate. Entertainment remains a cornerstone of the South Avenue experience, anchored by its cinema—Movie Magic—and the Hungama Game Planet, a popular gaming and activity zone.

## Key features of South Avenue Mall include:

- › **Prime Location:** Strategically located on Narmada Road, a central and well-connected part of Jabalpur.
- › **Historic Significance:** As the city’s first mall and multiplex, it set the stage for modern lifestyle trends in the region.
- › **All-in-One Destination:** A blend of retail, dining, gaming, and cinema that caters to a broad audience.
- › **Inclusive Infrastructure:** The mall is wheelchair-accessible, with ramps, elevators, and restrooms designed for universal access.
- › **Operating Hours:** Open from 10:00 AM to 10:00 PM, though individual stores and entertainment sections may vary.

## Transforming Jabalpur’s Lifestyle Map

With Ruby Movie Magic, South Avenue Mall not only brings a new level of entertainment to the city but also sets a precedent for regional malls across India. As more such projects unfold, Ruby Movie Magic will likely be remembered as a turning point in how cities like Jabalpur embrace the future—not as followers, but as frontrunners. 



# RETAIL ICONS SHAPING TOMORROW

## Business Heads Spearheading the New Age of Retail Expansion

*Once driven by location-first decisions and linear growth metrics, business heads are now shaping expansion with a more holistic, tech-enabled, and customer-centric approach.*

BY SANDEEP KUMAR

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In the first part of our series, we illustrated how business development heads push the retail wheelbarrow forward. This second edition now shines a light on how they steer this wheelbarrow through a terrain transformed by evolving customer expectations, data-led decision-making, and the rapid rise of omnichannel ecosystems.

Over the last few years, retail in India has undergone a strategic shift. Once driven by location-first decisions and linear growth metrics, business heads are now shaping expansion with a more holistic, tech-enabled, and customer-centric approach. This transformation didn't happen overnight. It has been the result of careful adaptation, driven by real-time market signals and deep analysis.

### **Evolving Strategies for a Changing Consumer**

Today's retail strategies aren't just about increasing store counts; they are about building purposeful presence. Business heads have re-calibrated their approach by incorporating consumer behavior trends, digital footprints, and omnichannel synergies into their expansion blueprints. High-growth categories such as premium lifestyle, wellness, athleisure, and affordable luxury have



# AARIZE GROUP

## Crafting the Future of Luxury Realty with Vision and Excellence

*Aarize embodies a philosophy of 'Crafted Realty,' transforming inert spaces into vibrant experiences, shaping skylines, and setting unprecedented benchmarks for quality, design, and customer-centricity.*

BY IMAGES RETAIL BUREAU

In the dynamic landscape of Indian real estate, where innovation meets aspirational living, Aarize Group has rapidly ascended as a name synonymous with redefining luxury. More than just a developer, Aarize embodies a philosophy of "Crafted Realty," transforming inert spaces into vibrant experiences, shaping skylines, and setting unprecedented benchmarks for quality, design, and customer-centricity.

### **Pioneering Leadership: A Legacy of Expertise**

The formidable foundation of Aarize Group lies in the profound experience and visionary leadership of its founders, **Vipin Sharma** and **Aman Sharma**. With a rich combined legacy spanning over seven decades in the real estate sector, these pioneers bring a deep understanding of urban development and a relentless pursuit of excellence. Vipin Sharma, the Founder & Chairman, is a true veteran whose career has significantly contributed to shaping the infrastructural growth of the Delhi NCR region. His unwavering commitment to quality and design serves as the bedrock of Aarize's ethos.

Complementing this rich experience is Aman Sharma, the Founder & Managing Director, who channels over 35 years of real estate acumen into Aarize. Instrumental in reshaping the Delhi NCR skyline for over two decades, Aman's mission is to unlock a utopian future for real estate. His dedication to unmatched standards of excellence ensures that every Aarize project exudes superior craftsmanship and visionary planning. Together, Vipin and Aman boast an outstanding delivery record exceeding

# AARONE OASIS

## Dehradun's Upcoming Lifestyle Landmark Blending Nature, Retail & Hospitality



*Modeled after the Aarone Group's acclaimed Select CITYWALK, Aarone Oasis is set to become the premier shopping, dining, and leisure destination not just for Dehradun, but for the entire region—including Rishikesh, Haridwar, and Mussoorie.*

BY IMAGES RETAIL BUREAU

**N**estled in the heart of Dehradun on the iconic Rajpur Road, Aarone Oasis Mall is a upcoming mixed-use development by the Aarone Group, blending nature, retail, and hospitality into one seamless premium experience. Inspired by the lush surroundings of Uttarakhand, the project showcases a stunning biophilic design with vibrant indoor greenery, tranquil courtyards, and captivating water features.

Spanning 2,50,000 sq. ft. of curated retail and 1,70,000 sq. ft. of premium hotel space, it offers a sophisticated tenant mix, exceptional shopping experiences, and a lively Gourmet Walk featuring everything from fine dining to popular fast

### Project Highlights

- › 2,50,000 sq. ft. of curated retail
- › 1,70,000 sq. ft. of premium hotel space
- › Sophisticated, premium tenant mix
- › Unique and stunning biophilic design with indoor greens and water features
- › Gourmet Walk - wide range of dining options from fine dining to popular fast food



# HiLITE GROUP

## Creating Experiential Centres for the Community

*HiLITE malls are vibrant, young and happening places, which offer the best of experience in fashion, food, and entertainment for discerning shoppers.*

BY IMAGES RETAIL BUREAU

Since their inception, HiLITE Group of malls have been rated high on brand mix, architectural brilliance and footfall, and have been credited with bringing in a retail revolution in God's own country, Kerala. Their flagship mall, HiLITE Mall Calicut has been awarded CWAB Award for the 'Most noteworthy project' in the Retail category in India. With a built-up area of 12.6 lakh sq. ft., and a leasable area of 8.1 lakh sq. ft., it houses more than 200 local, national and international brands.

The mall is part of the integrated township project, HiLITE City, comprising commercial, retail and residential spaces. Located amid lush greenery at Thondayad bypass, Calicut, the City is rated to be one of the largest mixed use development

projects in the country.

Anchor stores like Nesto Hyper, Lifestyle, Shopper Stop, Max, Reliance Trends, R&B, Pantaloons, Stories and Home Centre provide a diverse range of value-driven products. HiLITE Mall has recently added some of World's leading designer lifestyle brands like Superdry, GAS, Rare Rabbit, Nautica, Jack & Jones etc In addition to the existing line of Brands like Tommy Hilfiger, Calvin Klein, Levis, US Polo, UCB, etc., setting the tone of elegance and sophistication. The 8 Screen Multiplex - Palaxi Cinemas opened with a whole new world of shopping and entertainment.

The massive multi-cuisine food court in the mall offers incredible dining experience with options for specialty dining and quick bites. For all the coffee lovers, Starbucks has

also opened its first outlet in Northern Kerala. The family entertainer has also come up with an array of options for gamers with Amoeba, Timezone, Bounce, Snow Fantasy, T6 Paintball & Go-Karting Marking a real new age in leisure and entertainment.

### Zeroing in on the Small Town

The HiLITE Group now has four malls including their flagship mall in Calicut. The other three are The Focus Mall in Kerala, a newly opened 8 lakh sq. ft. mall in Thrissur and a third mall which the group has taken over in Perindalmana.

"We are all set to launch Palaxi Cinema in our Thrissur mall as well as a massive gaming zone. The mall already has a LuLu hypermarket and a fully operational food court. The sales

# PARAS AVENUE

## Redefining Retail at 129 Noida Expressway

*With 12 landmark projects across NCR, Zirakpur and Mohali, Paras Buildtech stands for timely delivery, world-class infrastructure & a customer-first approach.*

BY IMAGES RETAIL BUREAU

Since 2002, Paras Build Tech has redefined skylines with innovation and quality. Backed by Paras Group's five-decade legacy, it has successfully delivered 15 million sq. ft. across residential, commercial and retail spaces. Its latest iconic retail destination, Paras Avenue, is set to transform shopping and leisure on the Noida Expressway.

Designed as a one-stop luxury destination, Paras Avenue is a blend of shopping, dining, entertainment and personal care services. Situated at 129 Noida Expressway, it promises to give the consumer an experience like never before – the epitome of luxury with top tier national and international

brands including top global fashion and footwear brands, the best in F&B and premium experiences.

“Strategically located in a thriving neighbourhood with over 5 lakh residents and a bustling IT/ITES hub, Paras Avenue offers unmatched convenience and connectivity to its consumers,” explains **Frankline Himadri Sen, Group Vice President Retail Leasing & Business Development, Paras Build Tech India (P) Ltd.**

### Standing Tall Among Peers

A superlative shopping experience aside, key attractions include a 4-screen multiplex and a luxurious ambience.

“The mall is a contemporary synthesis of state-of-the-art high street retail, an unmatched food court and a 4-screen multiplex—essentially a large enclosed complex containing multiple stores and other commercial establishments with organised zoning and traffic flow based on various brands and categories placed in different areas. This differentiates us from other cluster-based shopping centres that work without a zoning system,” Sen explains.

An entertainment centre which is spread across 20,000 sq.ft. with more than 30 separate gaming categories and a dedicated live kitchen for parties and get-togethers; a yoga centre; a gymnasium, zoning for all categories (from niche segments to corporate requirements); and an emphasis on consumer engagement also differentiate it from run-of-the-mill malls which are like high streets and only concentrate on providing stores to customers.

### THE PARAS EDGE PROMISE: BUILDING TOMORROW

- › **Unmatched Quality:** Superior designs and craftsmanship
- › **Safety First:** Secure, well-planned developments
- › **Trusted Delivery:** On time completion with precision
- › **Setting New Benchmarks:** Creating spaces that inspire





# what women want

WE'RE BUILDING A MALL  
AROUND IT

WOMEN WANT TO SHOP, UNWIND, AND FEEL FABULOUS. WE ARE IN THE  
PROCESS OF BUILDING AN UBER-LUXURY MALL FOR YOU, WHERE WE'RE  
BRINGING IT ALL TOGETHER UNDER ONE LUXURIOUS ROOF.

## AARIZE THE TESSORO

UBER-LUXURY MALL

x

Sector 114, Dwarka Expressway, Gurugram

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