



SHOPPING CENTRES ASSOCIATION OF INDIA

December 2021 ★ Issue 05

COO's DESK



Merry Christmas!

The nip in the year and the festive fervor all around is definitely hinting at the merry times ahead. It is time to gear up for the year-end festivities to ready ourselves for the New Year! Retailers and shopping centers, after having got a new lease of hope and a lot of positive spark in business since Diwali this year, are gearing up for the festivities now with more zeal and offers. With customers on their minds, they are all gearing up to welcome them with open arms and newer strategies. It is surely a big step given how most of them faced stooping sales and losses owing to the pandemic. But, counting on the positives and the air of change now is the time to look ahead and keep an eye on the bigger picture. The future for shopping malls in the New Year is surely going to be very exciting and promising. With retail rebound already in perspective, I wish a lot of Good Tidings to retail businesses and am hopeful to see the huge growth the industry witnesses in the coming time. Eyeing the good times ahead, I wish everyone a Joyous Christmas!

Merry Christmas to you and your family!

– Anjeev Kumar, COO, SCAI

COO's DESK

The nip in the year and the festive fervor all around is definitely hinting at the merry times ahead.

[Read More >>](#)

COVER FEATURE

Shopping malls had to change a lot of their existing plans and to make room for digital, so that they could stay reachable to their customer base during the pandemic. What next?

[Read More >>](#)

EVENT GALORE

Mumbai's most prominent and iconic shopping destination, R CITY Mall, offered visitors oodles of excitement through its Grand Pani Puri Fiesta in association with Mid-Day.

[Read More >>](#)

R CITY Mall, a shopping designation has undergone a 360-degree makeover with completely revamped plush new interiors, ensemble of Iconic International brands.

[Read More >>](#)

KNOW YOUR MALL

One AwadhCenter with an area of 40,000 sq.ft provides a vibrant, upscale, unique shopping experience along with a strong emphasis on safety and security.

[Read More >>](#)

INDUSTRY TALK

It is hard to deny that the elongated closures of malls hadn't affected business however, shopping activity across categories have witnessed a jump.

[Read More >>](#)

Contact:

Secretariat: 3/116, Pintoo House Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400059, Tel: +91 22 28508070 / 71 Mob: +91 9892293046, E-mail: sunil.p@scai.in

COVER FEATURE



Customer Connect



★★★ Shopping malls had to change a lot of their existing plans and tweak their model to make room for digital, so that they could stay reachable to their customer base during the pandemic. What next?

It is not easy to continue doing business amidst the constant scare of the pandemic and the shopping malls had to consider their customers and the brands each time they decided to bring some new change on their way of working. There were a host of new rules that they had to abide by for everyone's safety

and then they had to continue thinking business to stay on ground. But now, ahead of the festive season and with the yearend sales almost making a start at every brand store they house, it is time to plan for the New Year! How are they planning to stay closer to their customer base in the New Normal?

Sachin Dhanawade, *Chief Operating Officer (COO) Retail & Real Estate, Grauer & Weil (India) Limited*, which operates Growel's 101 Mall in the Kandivali suburb of Mumbai when talking about the top



SACHIN DHANAWADE
COO Retail & Real Estate, Grauer & Weil (India) Limited

strategies that they are using to attract customers to the mall mentioned, "Foremost of all giving the safest experience to our customers has been

our top most priority and last year we had made all touch points contactless with sensors starting from parking ticket automations to even lift operations. We utilised the lockdown period to beautify the mall and opened with a lot of freshness and an enhanced look. Visibility through digital has been at the centre of everything that we do. Mesmerising and interactive décor is what attracts the new age customers as they are looking at sharing glimpses of their lives online and looking for more than a shopping spree at malls. In this social media age, décor worth photography automatically lends to a greater organic visibility online. We have set up experiential zones to tap on to the pop-culture trends of the millennials like selfie corners and interactive installations. Apart from this, we have also been conducting social media engagement activities such as selfie contests, Funbola, among others to keep the customers connected. On the business front, we have relooked at the brand and experience mix in our mall and are working towards bringing more brands with diverse offerings that can enhance customer experience, especially in the F&B and Entertainment segment."



NAJEEB KUNIL
CEO, PPZ

Najeeb Kunil, CEO, PPZ in a similar vein mentioned that PPZ Malls have introduced a very aggressive loyalty programme (PRIVE) across all their malls, which has a very proactive rewards and redemption program, allowing customers to get from 10% to 40% cash back on any shopping they are doing at any of their malls.

PARTNERSHIPS TO MAKE THE HORIZON INTERESTING

Abhishek Trehan, Executive Director, Trehan IRIS mentions that having a host of popular brands like Croma, Reliance Smart, Inox, Max, Mr. DIY, Funky Island, McDonald's, KFC, Domino's, Pizza Hut,



ABHISHEK TREHAN
Executive Director, Trehan IRIS

Haldiram's, Chaayos, Jockey, Apple, Hamleys, FirstCry, Theobroma, One Bharat helps them stay in advantage as that allows them to cater to a bigger customer base. "In the last 1 year we have focused on signing new brands at the mall and today Iris Broadway is the only high street mall with the best brand mix in that area of New Gurgaon. We have 6 anchors, best of brands from food, retail, fashion, entertainment and electronics. Apart from this, we have taken a conscious decision to keep the mall buzzing by organising in mall events at regular intervals, like Musical events, Kids centric activities, Flea market, which have shown steep hike in footfalls at the mall. We are also running digital campaigns to reach out to new target audiences and communicating our propositions through various ATL mediums as well in the area".

Yogeshwar Sharma, CEO, Select CITYWALK mentions here "As a centre, we have focussed to offer best in class experiences to consumers right from the moment they walk in. We have great offers



YOGESHWAR SHARMA
CEO, Select CITYWALK



and promotions to attract customers. As well as a very robust mix of retail and food and beverage brands. We strongly feel small steps such as these are important to attract customers. In the financial year 2020-21, we have launched 20 new stores in Select CITYWALK and at the same time ensured safety and hygiene. In this financial year as well, we have introduced more than 10 plus national and international brands across the categories to wow customers. Our focus has also been on distinctive offers, from artisanal markets, a focus on entertainment like theatre, stand-up comedy etc., to ensure a vibrant engagement for customers. Despite an unprecedented year of a global pandemic, the shopping centre has added more than 10 plus new

stores to further solidify its presence as Delhi's most desired destination for shopping enthusiasts. The comprehensive portfolio of newly opened International and National brands are an eclectic mix of Fashion, Beauty, Lifestyle and Food brands. Each brand partnership has been carefully chosen and curated. For the one's keeping an eagle eye on all iconic International fashion trends, the shopping centre has brought everyone's favourite international styles within reach as it introduces brands like Hugo Boss one of the largest German clothing brand, Iconic Exclusive a house of premium international and domestic brands like Versace Jeans Couture, True Religion, Matinique a high-quality, and fashionable clothing for

men. All the footwear and watch fanatics can head over to brands like Melissa and SEIKO to explore a wide range of designer watches and footwear. One can also pick up imported chocolates from Cococart and gourmet sweets from Misree. Also keeping up with the times, brands like ZARA and Sephora have renovated their stores to ensure first class customer experience for their marquee stores at Select CITYWALK”.

In case of PPZ Malls - The brand partnerships are aimed towards non-retailing products like co-living, co-working, educational institutions, 2nd hand vehicular sales, multi-specialty clinics, service centers, children care centers, online players, etc. These have and are helping them develop a strong weekday traffic and making their malls into bigger designations other than for shopping.

STIRRING UP TECHNOLOGY-LED GROWTH

“COVID has accelerated our tech platform initiative, which enables the customers to have a holistic digital experience from all our malls. FUNDLE is the mall app launched this year, which enables the customers to browse for event info / amenities, digital parking, book for cinema’s / events / restaurants, order and collect food from the food court and lastly in the next phase we will enable shopping from all stores as well. This allows us to be connected



with our customers even when they are not in the mall. As much as the customers are mindful to come to public spaces, the mall acts like many catalysts for the people of specific catchments. We want to ensure that our malls are considered for multiple utility usages, rather than only for shopping making them a Multi-use destination and not just meant for shopping. We believe that shopping by itself will become a by-product, which will be available to them from multiple platforms. Malls will become community spaces for the catchments, which they use the facility for all kinds of community based activations,” Kunil mentions.

When talking about technology and its usage to carry on the connect with the customer, Sachin mentions “ Social media handles of our mall and the loyalty programme are the best way to be updated on all promotions, offers

and activities at Growel’s 101 Mall and our retail partners. Additionally, for promotional offers we have reduced the minimum purchase criteria to pocket friendly budgets making it easier for more customers to participate in the activities, while keeping the mega prizes as attractive as ever.”

MARKETING THE CHANGE

Abhishek adds, “Post Covid, we are using digital media to communicate with the local population about the various activities we are doing from time to time. All the events are being boosted in a big way through social media. We are also doing BTL activities to market various schemes and deals by fellow brands at the mall. We experienced massive sales across our stores in the mall. People were excited to shop, entertain and

eat and this is a very positive note to observe. According to feedback from the brands most of the customers are repeat shoppers, and that is very encouraging as well. I think the future of malls is definitely very bright. Life is back on track, people are going out and the best part is that we all have understood the precautions we need to take while going out either for work or leisure.”

“The future lies in offering greater engagements for consumers where this becomes a destination experience for them. Shopping Malls will highlight a sense of community, culture and festivity for people as they look for the best places to step out of their homes. As we deal with greater environmental impact, people are also going to look for destinations that offer comfort, safety and appeal to the entire family. A shopping mall can fulfil all this on multiple parameters,” Sharma signs off.

EVENT GALORE



R City Mall's organised 'Grand Pani Puri' fiesta for mumbaikars

Visitors got a chance to taste 20 finger-licking flavours of pani puri and experience many more exciting activities at the three-day fest



★★★ Mumbai's most prominent and iconic shopping destination, R City Mall, offered visitors oodles of excitement through its Grand Pani Puri Fiesta in association with Mid-Day. The event was spread across three days - 19th, 20th and the 21st of November 2021. The exciting fest brought about 20 mouth-watering flavours of Mumbai's favourite street food - pani puri under one roof for its patrons, making it one of the biggest pani puri festivals. Amruta Fadnavis, wife of former Maharashtra CM was the special guest and inaugurated the event. Popular TV and Film stars namely



Tanisha Mukherjee, Adah Sharma, Preeti Jhangiani, Nikita Rawal and many more attended the fest and even tasted Pani Puri at various stalls. There were a wide range and different flavours of pani puri made available for its lovers from the popular places in Mumbai namely Guru Kripa, Om Snacks, Oye Kake, Angrezi Dhaba, Shreejis, The Puchka Shop to name a few.

To ensure patrons experienced a truly extravagant indulgence, a spectacular flea market was also setup with the best home-grown brands, handmade jewellery, home decor, handicrafts, make-up and skin care products, tarot reading, mehendi stalls, etc. The mall had also planned special activities for kids that included fun games, kid-zones, parade by Kidzania and Chuck-e-

Cheese where children could have fun. There were live performances organized every day to enthrall music lovers. From delicious food, to catching favourite celebrities live, R City mall had organized various activities to create a mesmerizing experience for its visitors over the weekend.'

Organized in the mall's spacious 24000+ sq ft courtyard, the Grand Pani Puri Fiesta definitely promised an extraordinary experience as well as engaging recreational indulgences to its visitors. Attributing utmost importance to the safety of its customers, staff and employees, the mall's efforts were recognized recently at the prestigious Mapic India Award for "Most Admired Shopping Centre with innovative Covid-19 protocols"

With over 12+ entertainment centres, 250+ global cuisines to choose from, iconic international brands, breathtaking interiors and a fully vaccinated staff, R City is a shopper's paradise for retail therapy and a day of leisurely enter.

EVENT GALORE



R City Mall opens its gates in a brand new avatar

With a 24000 sq. ft. courtyard, premium international brands, 250+ global cuisines and 12+ entertainment centres, the mall raises the curtains on its contemporary new decor and redesigned logo that spells splendour and positivity



★★★ R City Mall, a shopping designation has undergone a 360-degree makeover with completely revamped plush new interiors, ensemble of Iconic International brands. The Mall has a widespread global F&B palate with 250+ cuisines accompanied by a brand new elegantly designed logo and tagline. With a sprawling courtyard spread across 24,000 sq.ft. that makes for a perfect venue for stand up performances, musical gigs, food fests and much more. Building onto the renewed catchphrase - 'Experience the Extraordinary,' the mall's new look is set to offer a sublime experience to every visitor.

These developments come at a time when R City reopens to the public in adherence to the COVID-19 safety protocols. The newly revamped mall is all geared up for the festive season with its mega event - 'R City Fiesta' which is an 80-day long extravaganza comprising an awe-inspiring and majestic festive décor - The Fountains of Light, an ornate structure, inspired by the royal light water fountains from around the world. This imperial decor is perfectly complemented with high value gratification worth ₹2 crore that include the limited edition all-new Jeep Compass 4 x 4, an iPhone every week and Gold coins

every day via lucky draws. Additionally, assured prizes up to ₹5000 to be given via a Spin the Wheel activity.

Pancham Lillaney, CMO, R Retail Ventures Private Ltd. said, "We are extremely delighted to unveil the new avatar of R City which is not only a transformation in its look and feel but an extraordinary experience in the truest sense. Our mega R City Fiesta is poised to be a testimony of this with an extravagant breath-taking décor and high value prizes worth ₹2 crores. Not only that, but we also have an exciting line-up of events and activities which includes Wedding Fest, Jewellery Fest, Christmas activations, Stand-up comedy shows by well-known comic personalities, a city level food fest, and much more. Through these, R City is committed to delivering on its promise of an extraordinary and memorable experience to its customers."

When it comes to shopping, the mall has an array of iconic international brands like H&M, The Collective Outlet, Nykaa Luxe, Steve Madden, ALDO, Superdry, Vero Moda, MAC and more, that together offer a delightful shopping experience to patrons. Sephora, Enrich Salon, Tapa Tora - A Tex-Mex restaurant format and Dyson are some of the premium additions opening soon.

Attributing utmost importance to the safety of its customers, staff and employees, the mall's efforts were recognized recently at the prestigious Mapic India Award for "Most Admired Shopping Centre with innovative Covid-19 protocols". With 100% Vaccinated staff and best-in-class safety, hygiene and social distancing measures, customers can look forward to a cheerful, and exciting shopping experience this festive season at the safest shopping destination - R City Mall, Ghatkopar.



KNOW YOUR MALL

One AwadhCenter: A milieu of traditions and modernity

Lucknow, the city of the Nawabs – is traditional, elegant and deeply rooted in its rich history. The city is warm and vibrant and makes one feel totally at home in its midst. Keeping this tradition alive one Awadh center which is Lucknow's premier shopping, dining and entertainment destination, also strongly believes in making one feel welcome and safe.



★★★ One AwadhCenter provides a vibrant, upscale, unique shopping experience along with a strong emphasis on safety and security. The 400,000 sq. ft. development has already gone on to become a landmark representing style and splendor. An eight-screen mega-plex – the city's first, by Cinépolis is now the Cineplex of choice for a majority of people in Lucknow, offering a truly international cinematic experience. Top fashion labels, retail brands, a food court

offering delectable food and a Masti Zone for Kids make the place a shopper's paradise.

One Awadh Center is contemporary in design and stylish in built. It has automated Building Management systems to make the whole structure energy efficient and environment friendly. Features like central air-conditioning, power backup and multi-level parking complete it as a truly modern commercial complex. It enjoys an immense locational

advantage. It is situated in the posh Gomti Nagar area of the city which, in the past few years has emerged as the new central business and shopping district.

This mall will be a first-choice address because of a number of reasons. It's surrounded by many high-profile government buildings, Private Sector offices like Airtel, Vodafone, Gomti Nagar Railway Station, Lucknow High Court and reputed institutions. The mall is in the

midst of several well-known housing societies, including EldecoParsvnath, Omaxe, DLF and RohtasPlumeria and it will enjoy footfalls from approximately 3000 apartments that are being constructed within its 500 meter radius.

The mall has been developed by the Halwasiya group which has a very strong local presence and has represented Lucknow for many years. They understand the city as they are themselves from Lucknow and have always understood the need to support small local businesses as well as young budding artists along with the national and international brands who have their presence in the mall.

The mall is always geared up with the planning in all aspects of its running, including a detailed safety strategy so that their customers feel safe and they deliver what they promise. The mall is the best shopping destination in terms of brands, safety and the ultimate feeling that the mall is a home away from home.

INDUSTRY TALK



It's back to business for malls across the country

Malls and retail outlets under wrap for the past few months are now slowly returning to normalcy. Shopping activity in malls has picked up, though footfalls are lower than the pre-pandemic levels, there has been a massive jump in spending which is almost 3X of the pre-pandemic levels. A major driver to this has been the Indian festive season.

By **Sachin Dhanawade**, Chief Operating Officer (COO) Retail & Real Estate, Grauer & Weil (India) Limited, which operates Growel's 101 Mall in the Kandivali suburb of Mumbai



SACHIN DHANAWADE



★★★ It is hard to deny that the elongated closures of malls hadn't affected business however, shopping activity across categories such as jewelry, footwear and apparels have witnessed a jump. As the festive shopping commenced, the fashion and beauty

categories also started to pick-up sales momentum steadily. Another category that has quickened pace post the reopening is the CDIT category. A majority of the malls are witnessing an upsurge in shopping of electronics as Work from

Home has led people to invest in better laptops, printers, phones and other electronic devices. Apart from this, since people now spend an extended amount of time within their homes there has been a keen interest in refurbishing of home appliances and

furniture. With footfalls in malls standing at almost 40% to that of pre-COVID levels, the malls and retail stores have made the best use of the lockdown time work on their marketing strategies and also have renewed and refurbished their loyalty programs. All this



has only further contributed towards bringing more people to malls. The lockdown period was also successfully used to work on safety and hygiene measures to be undertaken taken post the opening.

EXPANSION PLANS BACK ON TRACK

One could easily be excused for assuming that the pandemic would bring the end of on ground shopping and offline retail. However, on the contrary a lot more brands haven't only reopened stores but have also launched new stores across malls and shopping centers in India. This comprises of a mix of international, national and local brands.

As footfalls at retail store outlets located in marketplaces and malls have started rising with more customers getting

fully inoculated, it has provided a fresh opportunity for businesses to recover. Numerous brands and retail stores have also started to resume their expansion plans and have begun to launch new stores across the country.

Retailers such as Reliance Retail, Tatas and Aditya Birla Group continued expansion in the midst of the pandemic and are now accelerating their pace of expansion along with ours joining in.

A HEARTY MEETING GROUND

A chunk of the revival credit goes to the spirit of Mumbai and its dear citizens. One of the biggest reasons why people visited malls post the Unlock stage was the sheer need for outdoor leisure that the world was deprived of. The extended lockdowns had left people longing to reconnect

and socialise with their extended families, friends, office colleagues and so forth.

Today, shopping malls are considered a major recreational place by many while in the past most people used to visit them for just necessity. Malls are the preferred option for a place to reconnect as it provides shopping, movies, entertainment and even dining under one-roof.

F&B offerings such as food courts and restaurants continue to be a big pull to malls. One of the most efficient ways of boosting foot traffic and to fill empty space is to combine retail therapy with food and beverages. Aside from swanky food courts, many high-end malls feature a wide array of cafes, fast food joints as well as fine dining restaurants.

THE ROAD TO RECOVERY

With the pandemic situation it was observed that only Serious Shoppers were visiting malls for planned purchases, which in turn contributed to higher conversion rates. This also meant that experiential aspects of the shopping journey will become very important. Success lies in how one extends that offline experience to connect with consumers through digital mediums. Brands that have got the pulse of the catchment and can relate to the audience are faring better.

Adopting dynamism in the way the brand functions will decide who is here to stay and the rigid ones will eventually be churned out.