

## COO's DESK



Ushering in the spirits of the festivities, we are awaiting the 'Festival of Lights' to set in the mood for growth in retail. On Dhanteras this year, we hope that retailers and malls see an abundance of sales and comfortably reach or cross their pre-COVID numbers. Business has faced its fair share of ups and downs for almost 2 years now. This year, my only hope is that with the festivities we bring back the glow in retail that was missing. Retail rebound is already on track and we are hoping that it will get better from here.

**Wishing everyone a Happy Diwali!**

– Anjeev Kumar, COO, SCAI



happy diwali

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## COVER FEATURE

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[Read More >>](#)

## FESTIVE GALORE

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[Read More >>](#)

Phoenix Marketcity is hosting the biggest shopping festival of Chennai - 'Phoenix Festival' from October to December 2021.

[Read More >>](#)

## EVENT BUZZ

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[Read More >>](#)

DLF Avenue, is back with the second season of 'Celebrations Shopping Starts at DLF Avenue' campaign.

[Read More >>](#)

## INDUSTRY TALK

As per a report by YouGov, this Diwali a huge population of Urban Indians are looking forward to investing in real estate.

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**COVER FEATURE**



# Advent of food sector: A game changer for shopping malls in India



★★★ With COVID the equation for retail has changed. Home dominates the buying habits for consumers today and home-centric purchases are ruling the carts at present. Amidst all these changes, shopping malls too had to prepare themselves to alter their store fronts and offer the consumer something unique and relatable. Amidst all this, the F&B segment has emerged as a game changer for malls. This sector is pulling back the crowds to the shopping malls and helping

them feel at home, so that they can socialize and mingle within a safe space.

“At Pacific Malls Food and beverages are our key differentiator to pull in footfalls into our mall. The diversity of cuisine offered from our restaurants & Food Court brands are exceptional, further unique ambience at each outlet compliments the overall dining experience for our customers. Our curated mix of brands in Fine Dine, Casual Dining Cafes and QSR

brands ensures we cater to all price bands from affordable to premium dining. Post COVID most food brands at Pacific Malls have started servicing online orders and online sales contribution ranges from 10% to 25% of brands total sales. Brands that are servicing online orders are registering recovery of 100% or more sales compared to pre-COVID period. Pacific mall has also introduced Contact Less Ordering & Payment option at the food court through Dot-Pe and same process has

been adopted by restaurants through their respective applications. 5% to 10% of sales is through contact less ordering mode,” Vinay Chandra, Center Director, Pacific Development Corp Ltd. mentioned.

## FOOD SPACES ARE TURNING THE TABLE

Pacific Mall’s all staff including third party service providers and brands staff are 100% vaccinated, with COVID protocols & hygiene standards in place customers are more confident to meet & socialize in the mall food courts and restaurants. With food natural progression is entertainment and shopping. With opening of Entertainment options like Cinema and Gaming Zones we see good uplift in their business. During the lean phase of September 2021, the mall had organized Pacific Global Food Fiesta (food festival) offering plethora of experiences ranging from food tasting sessions, master classes and great dining offers that witnessed an overwhelming response from customers.

Pacific keeps updating and refreshing their food options to ensure there is always something new in their offering. To name latest additions MamaGoto serves Pan Asian Cuisine & Cafeteria & Co is very popular for Café & casual dining. Going forward the mall will have Taco Bell, Indo-western fusion food brand Café Dhaba and popular sizzlers brand Gola Sizzlers to enhance and complete the offering. In the food court too they keep refreshing the product offering depending on the customer's feedback and choices. Recently we have added Lebanese rolls from Rolls Joint which has received great response from customers.

Vinay informs that post- COVID Trading Density of food and beverages category at Pacific Malls is up by 10% compared to pre- COVID 2019 figures. Considering additional brands planned and upcoming festive shopping period they are expecting the food category to grow in the range of 15% to 20% this financial year.

At Mall Of Amritsar, F&B has always performed well. Over the last five years or so, the team here has worked harder on their food offerings and this has reaped positive results. The F&B partners for this mall is already at an 80% business recovery as compared to 2019.

Colonel Mandeep Singh, Mall Head, Mall Of Amritsar highlights, "Food has always



**COL MANDEEP SINGH**  
Mall of Amritsar

been extremely critical when it comes to delivering a holistic experience when families come to malls. Gone are the days when people came to malls only for their shopping needs, these days, people come to malls for Fashion, Fun and Food as well. Food has become an integral part of the whole mall offering and it will continue to remain critical to the success of any mall. The innovations are not only restricted to online space. We are working with the F&B partners that we have to ensure we provide a safe and touchless experience to the patrons as well. We also had developed a touch-free experience for our patrons by enabling contactless ordering by scanning of a QR code. We are encouraging all our partners not just at the food court, but across categories to explore contactless payment options through UPI etc."

### **GROWING FOOD CATEGORY**

"Malls are no more considered as an only shopping destination. Food courts & fine dine restaurants in shopping

malls are a destination to socialize and satiate the hunger of shopaholics and foodies alike, making the F&B category one of the key driver of footfalls in our malls. The F&B category has always been one of the key categories which drive revenues for malls. All our F&B retailers are partnered with various online delivery platforms which helped them to get more customers and retain their existing customers. This increased our F&B partner's revenue, thus the mall's revenue as well. An emphasis on fine dining and food court is helping to make malls the hub of the local community, a place to share quality time with friends and family. These gatherings will lead to various other activities in the malls such as shopping together, watching a movie, spending time in FECs etc. which will invariably boost the sales of other sectors and brands," Sunil Munshi, AVP: Head Operations at Orion Malls, Brigade Group mentions.

He further adds, "We try our best to curate food brands that satisfy every palate. The most recent additions have been Deccan Biriani, Fatoor & Nagas to the food court. The food court design is very different from what you see in other malls, with a very elegant feel. It is our belief that people care for the ambience just as much as they care for the food options on offer. We have also renovated the food court last year to enhance the customer experience. We have arrived at the pre-pandemic level of growth and foreseeing a sturdy CAGR of 10%".



**SUNIL MUNSHI**  
AVP: Head Operations, Orion Malls, Brigade Group





**RAVI KIRAN**  
AVP, M.G.Brothers

Ravikiran K, AVP, M.G.Brothers however mentions that food segment is not entirely a game changer for malls. But it is definitely emerging as a prominent segment. He says, "Malls have an opportunity of making a destination for these activities impulsive buying activity shall help the other brands to shoot up the sales. Also mall work on per footfall spending, so the more footfall attracted by a brand shall help the others for better conversion. Felicity Mall identified the change and geared up for this. We have signed with PIZZA HUT and are in touch with Burger King and also opening a Restaurant in collaboration with south Indian famous brand in this month. Food was performing well before COVID and post-COVID almost all brands have posted their ever highest sales since launch of mall and grown by 30% compared to Pre-COVID numbers. We still see a lot of scope for further growth because of attachment made during lockdown time with customers".



"Except fine dining and food Kiosks, QSR, Café, Restro Pub, Grillers etc. has already started performing at pre - COVID level. We are expecting stability more than growth at this time but numbers will also grow gradually. Also the ratio between delivery sales and in dine has changed drastically. We are trying to accommodate missing pieces of F&B in our F&B offerings in the mall by converting empty spaces in to F&B conducive unit and converting food courts in to multiple restaurants. However, this entire process is organic i.e. market is demanding more F&B and we are just removing week links from the mall and converting them into F&B. Only F&B sector did reach to the pre-COVID level faster than any other segment in the Retail industry, despite apprehensions & safety concerns consumer



**PRAMOD DWIVEDI**  
President, Realty Division, Ambuja Realty Development Ltd

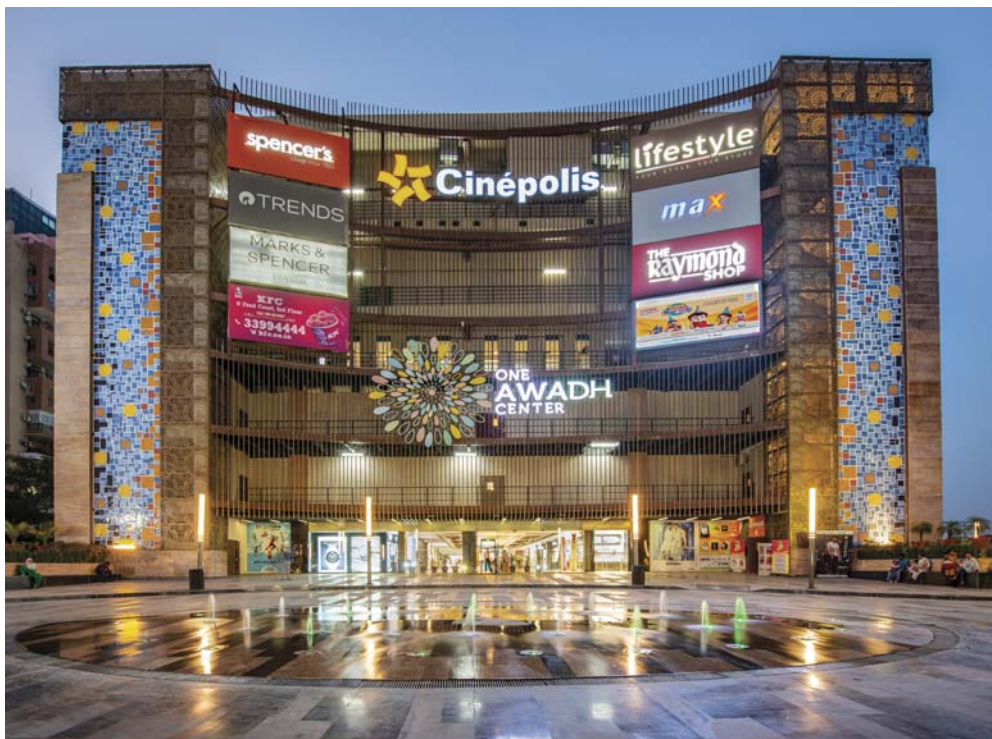
did consume food through online ordering from the mall. However, Brands with perceived high hygiene quotient and guided by Standard operating procedure got the edge. We are quite hopeful that new-tech integrations shall definitely help us to better our revenues," Pramod Ranjan Dwivedi, President, Realty Division, Ambuja Realty Development Ltd. mentioned.

He further added that F&B will boost the sales and help other sectors in the mall. F&B will feed the consumer's desire for social experience and it will become the new anchor bringing visitors to the mall. "Post pandemic there is shift happening in mid-market fashion retailers, local retail formats in the mall, and their departure will make room for us to bring in an exciting new breed of F&B offerings. This will feed the consumer's desire for social experience and will likely become the new anchor bringing visitors to the mall frequently. Also post COVID, food courts and restaurants have had to up the cleanliness/ hygiene factor keeping in mind the utmost safety of their visitors. Malls are being looked at as a safe socializing and dining zone because of their controlled environment," Pramod sums up.

**FESTIVE GALORE**



# One Awadh Center hosts festive specials



★★★ One Awadh Center has unveiled a Diwali event “One Awadh Khushiyon Wali Diwali 2021” for its patrons. The event taking place from 19th October 2021 will continue till 2nd November 2021. As the festivals are around the corner, this event will generate a feeling of celebration among the retailers and customers. The shopping mall is hosting various activities and competitions such as: Lucky Draw, Creative Workshops, Diwali Shopping Hart, Adopt a pet and many more to earmark the celebrations. The mall is also conducting workshops such as jewellery making workshops, bandhavar workshops and diya making workshops. The Mall also hosted an event for the underprivileged students where the kids had to draw, sketch and play fun games. And all the diyas and candles made by the special kids are also being displayed for the customers. There is

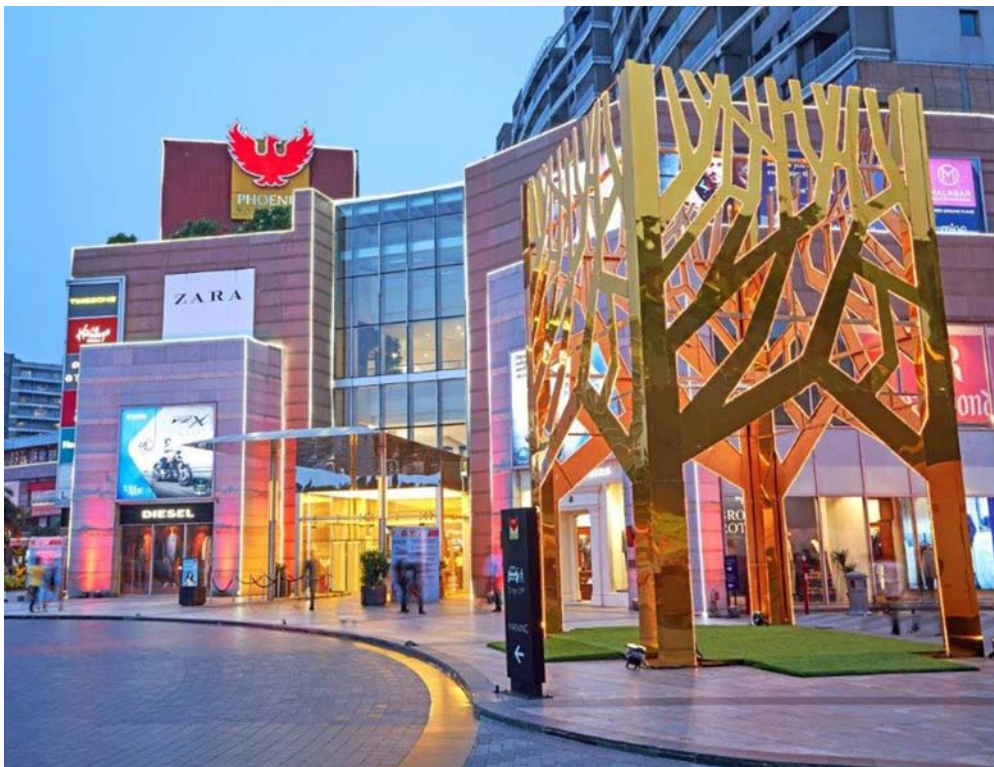
a special space dedicated to the craftsmen and designers where they can showcase eco-friendly diyas, clothing, decor, gifts, chocolates, sweets, makeup, jewellery etc, which will give customers a collection of all festive products under one roof.

The mall is also organising a competition for all the shoppers titled “Biggest Shopper of the Day” where the person who has the highest amount of bill on a particular date from the outlets of the mall is to be flagged a winner on that day. The competition is happening on a daily basis and for participation the minimum bill for an individual should be Rs.5000.

**FESTIVE GALORE**



# Shop, Sip, Snack, & Sing Along At Phoenix Marketcity's Phoenix Festival



★★★ Phoenix Marketcity is hosting the biggest shopping festival of Chennai - 'Phoenix Festival' from October to December 2021. This event is a doorway to celebrate the extravagant things in life—be it food, entertainment, fashion, finery or fun!

At Phoenix Marketcity you can shop to your heart's content from over 300+ brands and 5000+ designs. To get in the spirit of Diwali, look out for the multiple ethnic and jewellery brands that are running irresistible offers. And if that wasn't enough, you can also scan bills worth Rs.10,000 and above on the Phoenix Nhance app and stand a chance to win exciting rewards and gifts worth Rs.1 crore

If shopping gets tiring or you're towing a fussy shopping partner, you'll all enjoy the festive Thousand Lights decor, Halloween event and Diwali Bazaar with fun events like flash mobs, live DJ, live bands, football jugglers, drum circles and Pixel Poy.

To ensure that you enjoy a stress-free shopping experience, stringent safety and sanitization protocols have been integrated throughout the premises of the mall. Additionally, all the staff and retail partners have been fully vaccinated.

Head to Phoenix Marketcity, Chennai from 10 am to 10 pm to revel in the festivities.

## EVENT BUZZ



# Lulu Group opens third shopping mall in India



★★★ UAE-based Lulu group opened its new shopping mall at Bengaluru and will complete two more properties in India during the next six months as the company remains bullish on long-term growth of retail business.

Yusuff Ali, M.A. – CMD, Lulu Group commented on this and said the company had committed an investment of around Rs 4,500 crore for the development of five shopping malls in India in the first phase of expansion in the country and out of the five, the three malls have already become operational at Kochi, Thrissur and now Bengaluru.

The “Global Mall” at Rajajinagar in Bengaluru, comprising 8 lakh square feet, is not owned by the Lulu group but they will manage and operate the property.

He also added that “We have one large hypermarket in Kochi and one small hypermarket in Thrissur district. This (at Bengaluru) is our third Hypermarket in India,”

Besides a 2lakh sq ft hypermarket, the Bengaluru mall will have a first-of-its-kind entertainment zone, Funtura, spread over 60,000 square feet.

The upcoming mall in Trivandrum will open by end of this year, while the retail mall at Lucknow is scheduled to open in the first quarter of 2022, and Recognising the importance of online retail, the Lulu group CMD said that it is an omnichannel player.

The Group with its flagship retail chain of Lulu hypermarkets and supermarkets has operations spread over 22 countries. Currently, Lulu Group operates 215 Lulu stores and 23 shopping malls across the GCC, Egypt, India, and the Far East.

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.

## EVENT BUZZ



# DLF Avenue launches second season of 'Celebrations' campaign to bring in the festive cheer



★★★ DLF Avenue, a landmark for shopping, dining and culture is back with the second season of 'Celebrations Shopping Starts at DLF Avenue' campaign to get its audience in the festive spirit. Continuing last year's successful journey, the brand is back with another festive edit for its discerning audience. The essence of the campaign is 'Whatever celebration happens in Delhi, its shopping happens right here at DLF Avenue'. The fiesta began from 16th Oct, unveiling exclusive ethnic, contemporary collections for the festive and wedding season.

As a part of the campaign, DLF Avenue, Saket has launched series of videos celebrating fashion for all. The film features fun, colorful,

glamorous, traditional, playful styles that fit well for every celebration from office parties, family get-togethers, to pre-wedding celebrations. At DLF Avenue the consumers will find everything under one roof when it comes to celebration shopping.

For driving the awareness among the consumers, the brand collaborated with 11 popular fashion influencers like Upalina Gupta, Malvika Rallan, Meher Taluja, Rushali Chugh to create festive & wedding looks highlighting shimmering lehengas, shararas, versatile shoes and indo-western ensembles to provide the audience unique shopping ideas across its digital platform.

To make the shopping experience an immersive one,

DLF Avenue has The Gifting Station where on shopping of 10,000 there is GIFTS FOR ALL.

And special shopping offers have been created for the customers where the highest shopper will get a chance to win the new BMW G 310 R Bike.

Additionally, on shopping for INR 20,000 shoppers, two lucky winners stand a chance to win a festive Frontier Raas ensemble and 1 couple stands a chance to win a luxurious staycation at Hilton Garden Inn. And on shopping of INR 30,000 and get styling sessions and a makeover from Tweak Pop worth INR 10,000 absolutely free.

Pushpa Bector, Executive Director, DLF Retail commented on the occasion "With the ongoing festivities, we welcome the consumers who always choose our properties as their shopping destination for any celebration that happens in their life. We are excited to begin the second leg of the celebrations campaign after a successful run last year.

Keeping the safety protocols in our mind, we are ready to offer our patrons the latest trends and designs for this festive season from the plethora of brands like S&N by Shantanu & Nikhil, Frontier Raas, Pazzion, House of Raisons, Suvasa, Minizmo, Mulmul and host of brands housed under DLF Avenue"

Muckth Dograa, Centre Head, DLF Avenue, commented on the occasion, and said, "Whatever celebrations happen in Delhi, its shopping happens at DLF Avenue. Our mall is a one-stop destination for celebration shopping and we aim at offering our patrons the trendiest collections and designs from ethnic brands to add to their wardrobe. For our consumers, we have curated assured gifts and stupendous offers that will make their festive season even more memorable and delightful. We will continue to put in our efforts to provide an exclusive, large variety of fashion brands to our customers and to make their shopping experiences entertaining with specially curated markets, events and festivals."



## INDUSTRY TALK



# Indians interested to invest in Real Estate ahead of the festive season: Report



★★★ According to a report by YouGov, this Diwali a huge population of Urban Indians are looking forward to investing in real estate. The reason behind this is Diwali and how this festival is considered as an auspicious day to invest in something new. The report stated that more than half of the sample size (51%) of Urban Indians believes that 'It's a good time to invest in property', this also brings a sign of relief for real estate developers and property dealers, given the pandemic-induced market lows.

The data by YouGov suggested that 72 % of people are interested in buying a residential property and 25% people

are going towards commercial property. The top-most way through which consumers are looking to invest in real estate is via financing through home loans, 38% of people opted for this method and another 30% people will use their savings to buy the property and 21% of people will finance a property by selling another property.

YouGov is a reputed British International internet based market-research firm founded in 2002 and headquartered in London, UK. The company specializes in market research and opinion polling through online methods.