



SHOPPING CENTRES
ASSOCIATION OF INDIA

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COO's DESK



It is no more good to say that we are fighting the pandemic, rather it is now more like 'learning to live with it'. The pandemic has rightfully taught us many many things and learning to survive the biggest adversity was the most we could learn. It has surely lowered sales volumes for retail, kept businesses shut for the longest of time, and has brought in gloom and uncertainty in a big way. But, counting only the negatives is not a way out. What's done is done, let's keep looking for the silver lining and search for hope. Shopping malls after lifting their shutters after a long haul are now eyeing the 'Festive fervour'. The reopening of the Malls has been met with great enthusiasm among people. And now with the festivities around the corner, the retailers, brands and malls are all prepping up for offers & sales. The idea is to celebrate with India and make up for the lost days of gloom and uncertainty. There is no denying that the pandemic scare still looms in the backdrop, but safety has been a paradigm shift offering by the malls since the post-lockdown reopening. So, keeping behind all the tough times, it is time to rejoice and spend some time with loved ones in the upcoming days!

Eyeing the good times ahead, let's mask the negative bygones and carry one with safety and positivity !

– Anjeev Kumar, COO, SCAI

COO's DESK

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COVER FEATURE

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POLICY TALK

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EVENT BUZZ

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FASHION ON-DEMAND

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COVER FEATURE



Influencing Choices



★★★ Influencer marketing is one of the most popular marketing trends and is expected to grow to be worth \$13.8 billion by the end of 2021. This marketing trend is a hybrid of old and new marketing tools and it takes the idea of celebrity endorsement and places it into a modern-day content-driven marketing campaign. The main differentiator in the case of influencer marketing is that the results of the campaign are collaborations between brands and influencers.

However, influencer marketing

does not involve celebrities. Instead, it revolves around influencers, people who have become famous within the social media space owing to their content or the type of trends they follow and set themselves as well. In fact, the relation between influencers and businesses are highly beneficial wherein businesses are making an ROI of \$5.78 for every \$1 spent on influencer marketing.

Shopping malls have slowly begun to embrace this trend and are successfully bringing in influencers to market their businesses. “For

Artisanal Markets, we tied up with well-known lifestyle macro-influencers who showcased the market with an interesting perspective through their creative content, on Instagram. At DLF Promenade, we on-boarded a well-known stylist as our Style Director to not only amplify the campaigns on social media, but also create buzz on-ground, wherein she acted as a fashion advisor on behalf of the mall. These influencers were brought on board for key campaigns as their own persona and vibe was in sync with the various buyer personas across our

malls. At DLF Malls, it is our endeavor to create unique experiences for our patrons. We strive to strengthen and reach the right audience as an essential part of our marketing strategy. Today, social media plays an important role in shaping customer’s behaviors and while we have our own strong presence across various channels, amplifying the content through influencer



Pushpa Bector
Executive Director, DLF Malls

marketing helps in reaching a newer and wider audience. It lends an authentic voice and enables us to reach out to people who resonate with our brand philosophy. Being a cornerstone in our marketing strategy, influencer marketing continues to be one of the most effective avenues in reaching newer audiences, across a multitude of channels,” Pushpa Bector Executive Director, DLF Malls mentions.

MARKETING PULSE

DLF Malls has pioneered the retail revolution in the country and has brought about a paradigm shift in the industry by redefining shopping, recreation, and leisure experiences for its consumers. Influencer marketing, they acknowledge has rapidly become one of the most popular ways of not only bridging the gap between potential customers and the brand, but also expanding their reach to new, untapped customers. "We have been very successful in co-curating content with influencers across genres to reach out to the customers. Last year across malls, we implemented this approach in our key activations, campaigns and launches. For DLF Avenue's Celebration Campaign, we worked with a popular face from Netflix's hit TV show "Indian Matchmaking". The launch of COMMONS at DLF Avenue was also planned in a manner where we could target the audience through KOLs who are not only subject matter experts, but also create their own unique and authentic content. We tied up with food and lifestyle creators whose followership caters to food-lovers & cafe-hoppers that love to explore a vast variety of cuisines at restaurants like - Pings Café Orient, Cafe Delhi Heights, Mai Bao, etc. Apart from influencer marketing, our teams have been working on leveraging experiential marketing across campaigns and launches. For instance,

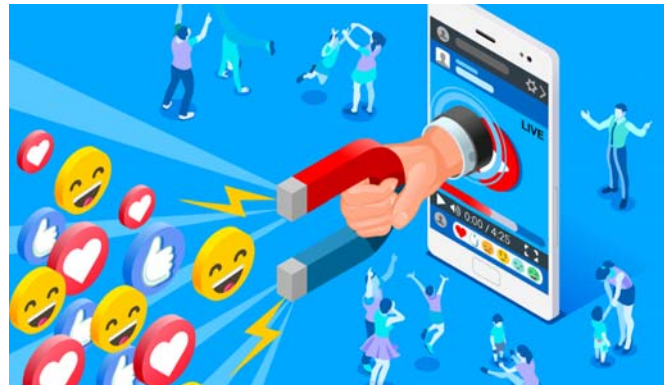
DLF CyberHub organised a Freedom Cycling Treasure Hunt to bring the fitness enthusiasts of Delhi-NCR together for a fun-filled cycling competition, on Independence Day this year. DLF CyberHub also hosted doctors in a lively evening on National Doctor's Day to unwind over food & drinks, and to provide them with a pampering session at The Looks Salon, as a tribute to their contribution over the past year," Pushpa added.

Shrirang Sarda, CEO & Managing Partner, City Centre Mall Nashik resonates with Pushpa, she says "We have already incorporated Influencer Marketing as part of our Marketing strategy & have worked with influencers from Nashik in the past. Not only



Shrirang Sarda
CEO & Managing Partner, City Centre Mall Nashik

brands, influencer marketing is equally important for malls. Showing a glimpse of an experience an influencer has in the mall can also influence the audience decision, like in the case of a product or service, especially in the pandemic owing to safety



concerns. Apart from this, in the Social Media space, ephemeral content like the story feature helps us to connect and engage with customers, displaying user generated content helps in bringing customers to the forefront & video content is something that is here to stay considering how it gets the audience hooked to the screen".



Saraswati Singh
Executive Vice President, One Awadh Centre

ADAPTING THE TREND

Saraswati Singh, Executive Vice President, One Awadh Centre mentioned that they have started planning on how to use influencer marketing to increase visibility as well as footfalls. "The current generation do emulate influential peers or faces, which are popular but approachable and influencer marketing is gaining ground not only in retail and malls but also in many other arenas so definitely with newer innovations making gains in all aspects I'm sure that influencer marketing would be a game changer. In terms of other marketing tactics, we use both traditional approaches as well as rely on others like search engine optimisation, social media

promotions, offline as well as online presence etc. Moreover, COVID has changed the entire dynamics of mall marketing as with limited options of offline events more and more malls are finding it difficult to connect with their patrons. But the past years had already shown that malls are now giving equal importance to offline as well as online activations. The coming years will see most malls utilising digital platforms along with digital intelligence to keep their customers informed and understand the pulse of their patrons. We have also started focusing more and more on using digital tools as the future would be maybe 70: 30 as far as digital and traditional marketing goes," she adds.

CUTTING EDGE

Quest had launched the first ever Influencer outreach program called the 'Quest Trendsetters' in December 2019. The influencer outreach program of the East at this scale is designed for the influential and opinionated youth. The influencers on-boarded are promoting the in-house brands at Quest. "We have identified and rewarded the best talent from the pool and are continuously mentoring them. The influencers focus on global trends, presenting Kolkata and its talent in the best



Sanjeev Mehra
VP, Quest Mall

light. Its real people engaging with a larger audience via brands they are passionate about. We are going to build it on a year-on-year initiative by the brand. The program request influencers to fill an application and currently we have few influencers on-boarded with us belonging to different categories e.g. Lifestyle, Food, Cosmetics. The contents created by the Quest Trendsetters were also, appreciated and re-shared by various brands like Kama Ayurveda, The Collective,

Bodyshop etc. on their official social media handles," Sanjeev Mehra, VP, Quest Mall informs.

With an idea is to leverage their fan base and reach out to a larger audience cumulatively along with the followers of Quest on the Social media handles, this program was brought to the front by the mall. "Influencer marketing is definitely, a game changer as its real people engaging with a larger audience via brands that they are passionate about. Apart from that in the social media space, we continue to explore what are the latest trending hashtags and real time engaging content ideas which would help us get a better reach and engagement. Adhering to the latest trend and keeping our social content in line with that has always been the priority and we believe this will help us get more eyeballs. Moreover, real people talking about the product and creating real content always connect more with the consumers on social," Mehra further adds.

In response to the pandemic, they have also introduced the 'Quest Pick Up & Porter' service, through which customers can shop from the comfort of their home by simply calling on the 'Pick Up & Porter' number. The operator then lets the customer connect with the respective store managers directly. Thereafter, the shopping is done through video call at the store level. The package then gets delivered to the customer's home address



Shibu Philips
Business Head - Lulu Malls

directly or it can be picked up from the Pick Up Point at the rear mall entry.

Shibu Philips, Business Head - Lulu Malls also agrees that Influencer marketing has emerged as a powerful force for businesses across many industries, and the relationships that brands can build with influencers can create irreplaceable value when executed well. "Like many other brands, we have adapted to the latest advertising trends emerging in the market, one being influencer marketing. We are collaborating with social media influencers and are creating more integrated content for our target audience, using the platform to engage with them. We are already partnering with influencers. There is more scope of interactivity, allowing customers to be a part of it. Audiences find influencers more reliable, credible, and authentic. Hence, they respond better to influencer marketing over traditional mediums. The entire game of marketing has changed as we all have realized how influencers could help expand

brand presence amongst their target audience. Influencers through their passion, ideas, and insights, have acquired thousands of loyal followers - people who truly look up to them and their recommendations. So, when an influencer endorses our brand or products, it serves as a glowing testimonial. Most influencers have hundreds of thousands of loyal followers who love to engage with their content on social media daily. So, social influencer marketing has helped us broadcast our marketing messages to a huge audience," he highlights.

Philips further commenting on the power of social media explains, "It is no secret that social media is a powerful marketing tool. So, while many think that the Internet is kryptonite for shopping malls and brick-and-mortar stores, it can be a useful tactic to help enhance the shopping mall experience. Every aspect of social media works in favour of malls. Facebook & Instagram ads and content promotions allows shopping centres to invest their marketing budgets into increasing the reach and penetration of different events announcements, promotions, and guest engagement to increase foot traffic. Ultimately, the platform gives the ability to target key shopping groups, delivering the right message, to the right audience, at the right time. It is important for malls to recognize the type of retail mix that resonates with the consumers".

POLICY TALK



National Retail Policy Formation

At the recently concluded IMAGES Shopping Centre Next 2021 event, one of the key roundtable for discussion centred around the idea of bringing to the table a 'NATIONAL RETAIL POLICY FORMATION'



★★★ The discussions revolved around recommendations to form a robust retail policy to facilitate a seamless development process for faster growth of the Industry. Here are a few top points from the discussions.

- Streamlining regulatory compliances/licenses- Recognition by NBC that the Shopping centres have special needs and hence need to be seen differently from Commercial development regulations- issues faced in various states- to be addressed at NBC level and state level
- Forming uniform laws for parking, signages and facilities in all social places (public or private)
- Technology-led modernization
- Bridging infrastructure gaps
- Improving manpower productivity

Brief overview of the panel:

Anchor: Rachit Mathur, Managing Director & Partner, BCG, Leader India Consumer & Retail Practice

Shopping Centres:

- **Abhsihek Bansal**, Executive Director, Pacific Malls
- **Mukesh Kumar**, Chairman, SCAI and CEO, Infiniti Malls
- **Rajendra Kalkar**, President West/Whole-Time Director, Phoenix Malls
- **Rajnessh Mahajan**, CEO, Inorbit Malls
- **Uddav Paddar**, MD & Group CEO, Bhumika Group
- **Yogeshwar Sgarma**, CEO & ED, Select Infrastructure

Retailers:

- **Kirit Mangalal**, Founder & CEO, Magsons Group
- **Rahul Vira**, CEO, Skechers India
- **Sanjay Vakharia**, CEO & Co Founder, Spykar Lifestyles
- **Sanjeev Rao**, CEO, Being Human
- **Vineet Gautam**, CEO, Bestseller India

Expert views: _____



Rajneesh Mahajan, CEO, Inorbit Malls

I think if you just see what the government is doing, where the incentives are flowing, where their efforts are going to make landbags and going to pitch to industries to invest in India. At a larger scale a lot of focus is given to Infrastructure and Government is focusing on that. They are making provisions, incentives on extra production, they are providing landpasses and tax. There is something which is clicking the government somehow the entire retail narrative is not clicking with the government. And I think we have to change the narrative to start not asking help for licenses. We need to go and say, Today there is more than 40 million sq.ft. which will determine the production in 7-8 years. And if I look at retail expansion, 40 million sq ft is to come in mall space. Just on average, every retailer will have a 50-50 [portfolio we're looking at 80 million sq.ft of real estate.

Uddhav Poddar, MD & Group CEO, Bhumika Group

Number of jobs that a shopping centre creates is more than what a hotel creates. But there is no representation from the shopping centre. The first step is to get the data in place. Once we have data, what kind of jobs shopping centres are waiting for and we can represent that to state companies. The way in which the scenario is changing everyday, advanced economies like the US is also eyeing omnichannel, are we learning anything from there, what are the policies for these countries, and how are they addressing the problems at hand? We should learn from advanced economies like the US and see their omnichannel approach and make policies accordingly. Right kind of data is required to know what jobs shopping centres can offer and represent that to state companies.



Abhishek Bansal, Executive Director, Pacific Malls

Before all of this , what we need to understand and finalise is what a shopping centre is all about. Whenever you go to the government, these concepts should be clear and there is no categorization of shopping centres, plazas and malls in India. Our first step should be defining what a shopping centre is and just make policies accordingly. Categorization of Shopping centres, Plazas and Malls is required to formulate policies.

Vineet Gautam, CEO, Bestseller India

First, we need to define 'What is Retail'. That's the definition we're missing. Unless we define what retail is, I will be looking at organized and unorganized and just start to work on our main aspects. Countries like Dubai have much defined retail policies, fundamentals of retail needs to be defined properly before anything else. Exact Definition of Retail in our country is required, in order to have more clarity about retail policies.





Sanjay Vakharia, CEO & Co Founder, Spykar Lifestyles

My belief over here is that the government is not sure about online as a whole. And omnichannel is not a subsequent part of any business today while its picking pace. It's too early to look at omnichannel as a separate business and separate issue. While the main draft is yet to be finalized. At some point of time it is need , but right now it is too early to see omni as a issue Government is not so sure about online business, and it's too early to see omnichannel as a separate business.

Rahul Vira, CEO, Skechers India

'Omni' is getting bigger and it will get more complex. And how things are shaping up the e-commerce policy, eventually this whole ecosystem of online, offline and conversion of both these channels is going to impact the overall retail operations and policies as well. Omnichannel is getting complex day-by-day and the whole ecosystem of retail- offline and online will have a major impact on retail policies.



Sanjeev Rao, CEO, Being Human

Omnichannel is something you can't avoid , it's a part of the hygiene right now, either you do it or you miss the buzz. Because that's a way the whole thing is moving, brands like fast fashion focus a lot on millennials . That's where omnichannel works, a large percentage is going to omnichannel and therefore policies have to be drafted accordingly. Omnichannel is one part of it, there are large pieces that are left out: licensing, statutory requirements. According to the World Bank, from 142 to 63 in terms of ease of doing business. Food licenses increased from 47 to 57, it's one part of that. Infrastructure if you want to do warehousing it is incentivised by the government. Retail Policies should be drafted to maintain an omnichannel approach.

Kirit Manganlal, Founder & CEO, Magsons Group

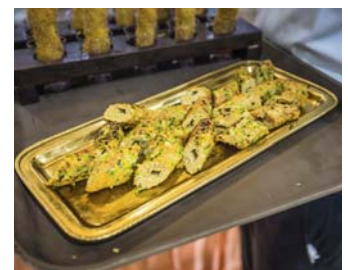
Every state has got its own retail policy. These are all subsets of the national policy that's going to be formed . We have not given enough attention to warehousing,logistics and supply chain management. We should also focus on making policies on warehousing, logistics and supply chain management.



EVENT BUZZ



Pacific Mall Tagore Garden hosts the eclectic 'Global Food Fiesta'



★★★ Pacific Mall Tagore Garden, Delhi's most favorite entertainment destination, has hosted one-of-its-kind 'Global Food Fiesta' from 10th - 26th September, 2021. For the Food fiesta, the mall has been in association with fine dining restaurants and popular cafes such as Café Delhi Heights, Biryani Blues, Punjab Grill, Starbucks Co., Mamagato, The Beer Café, Chillis, Honey & Dough, IHOP for curating eclectic treats for the guests. The festival showcased the global cuisines offered at partner restaurants along with workshops, food



tasting events and some more experiential events. The customers planning to attend this fiesta are eligible to grab exclusive discount and deals, experience the culinary master class with chefs. The coupons and vouchers are available at the registration desk in mall atrium. Mr. Abhishek Bansal, Executive Director, Pacific Group explained the concept behind hosting this one-of-a-kind event and said, "Ever since the pandemic has struck, our valued guests have to put a hold on their food cravings, and our

thought behind hosting this Global Food Fiesta was to bring multiple cuisines under one roof for them to satiate all their food fantasies. Pacific Mall has always pioneered in putting up such out of the box events exclusively for their valued customers and will continue to do so. With festive season fast approaching and the rate of vaccination gaining fast pace, public spaces have become relatively safer but we must not left our guards down and continue masking and sanitizing whenever stepping out."

EVENT BUZZ



Viviana Mall hosts 'Nirmalaya Project 2.0', during Ganeshotsav 2021



★★★ Marking the success of 'Nirmalaya Project' in 2019, Viviana Mall, is once again excited to host 'Nirmalaya Project 2.0', to make it as yet another successful campaign.

In its endless pursuit of giving back to the society, this year, too Viviana Mall in Thane, has pledged to host an eco-friendly campaign called 'Nirmalaya Project 2.0', during Ganeshotsav. Starting from 10th September 2021 till 21st September 2021, Viviana Mall will collect Nirmalayas at the Mall premises. The aim is to have cleaner festive

celebrations for a greener tomorrow.

Nirmalayas are offerings made to God during worship. Offerings include perishable and non-perishable materials, however, Viviana Mall will accept only perishable offerings like plants, leaves, flowers, garlands, cotton, etc. The mall has set up Nirmalaya containers at three pick points of the premises, that includes, Courtyard (front entry), East court side entry (back entry), and Upper Basement level. The mall requests all visitors

and customers to deposit all the flowers and perishable garlands that get replaced daily and even on the day of the idol immersions at all the three pick points.

Ms. Rima Kirtikar, Chief Marketing Officer of Viviana Mall said, "The Nirmalaya Project is our step towards contribution to the environment. While the entire world is dealing with the atrocious impact of COVID-19 virus, we wanted to make a small contribution towards the betterment of the society by making

Ganeshotsav eco-friendly and pollution-free. Moreover, we had conducted a similar campaign just before the pandemic in year 2019, where we received a tremendous positive response from our customers and media, which is why carried forward this initiative. A total of 4.5 tonnes of offerings was converted into compost manure and given back to the citizens. Through this activity, we are sure that the manure generated by Viviana Mall will help people to adopt cleaner celebrations for a greener tomorrow."

She also added "In addition to this campaign, we will also erect a 2 feet, eco-friendly Ganesha idol in the mall's atrium, from 10th September

- Dedicated Containers set-up at Viviana Mall encouraging people to place Nirmalaya offerings for upcycle
- Digital Registrations only
- Organic manure produced at Viviana Mall through recycling Nirmalaya will be distributed free of cost to take care of the existing green cover

to 16th September. And, as a ritual, we will perform Ganpati Arti, twice every day,”.

Nirmalayas received will be upcycled at Viviana Mall’s Organic Manure Processing Plant to generate manure. This organic manure will be distributed for free to the visitors between 2nd October 2021 and 15th October 2021. Through this initiative, Viviana Mall looks forward to contributing towards the upkeep of trees and plants around the city in an organic way.

Mr. Gurvineet Singh, Chief Executive Officer of Viviana



Mall said, “We all have been faced with an unprecedented time. But, as we get back to the normalcy, Ganesh Festival is one such opportunity for us to grab, and make the most of it for our customers. However, as we celebrate the festivities, we ensure to continue to

abide by all the COVID-19 protocols. Everything has become contactless in the post pandemic world, thus technology is ruling in all the walks of businesses. Hence, we have adopted a digital mode of registration for the devotees depositing their Nirmalayas, so as to carry out the activity seamlessly. A contact number will be at display, next to the collection boxes. Devotees will have to give a missed call on it, and they will receive a code number/registration code. Followed by the process, the registered customers, will automatically become the member of Viviana Mall’s

V-Club, a loyalty program, by the mall. Through this Nirmalaya collection activity, we aim to make it easy for Ganesh Bhakts, to celebrate the arrival of their beloved god, in an eco-friendly way.”

Viviana Mall has a manure processing plant, where it will treat perishable materials into manure. As part of larger responsibility towards nature, the food waste generated out of Mall’s food court and restaurants is converted into organic manure. This Organic Waste Management Plant generates close to 4 tons of organic manure every month.

FASHION ON-DEMAND



Acropolis Mall Presents Grand finale of “Ya Devi 2021- Ms. Blooming Kolkata 3.0” - a fashion cum beauty pageant



Acropolis Mall, has presented grand finale of “Ya Devi,2021” Season 3 of Ms Blooming Kolkata. The mall celebrated its 6th birth anniversary with much fanfare on this occasion.

Dishani Roy from Behala , was adjudged the winner of Ya Devi,2021- MS Blooming Kolkata 3.0 while Debjani Das from Santoshpur Garden reach and Sudeshna Das Banerjee from Dumdum were adjudged first and second runners up

respectively. Dhriti Das won Ms Photogenic Face Award presented by Sananda. Rupali Chakraborty has bagged the award for conceiving the best promotional reel on Instagram about Acropolis.

“Ya Devi – Ms Blooming Kolkata”, an initiative undertaken by Acropolis Mall in the year 2019 to aims at providing a platform to ordinary women to showcase their talent in makeover and



other aspects of life with aplomb. "Ya Devi 2021" is the third edition of the beauty pageant. It is aligned energetically with debi pakkho and this time is to manifest women's inherent strength with her full potential. We at Acropolis recognize this inherent strength of women who has been managing their families, household chores, family, children and office work simultaneously beating this unprecedented pandemic. The contest was launched digitally in Kolkata where 75 contestants from different age groups and social strata participated and showcased their talent online. A grooming session for the

25-shortlisted candidates was organized digitally to prepare them for the contest. Judges selected top 15 out of these candidates and finally chose top 6 candidates for the grand finale. Some renowned social media groups have associated with the event with strong enthusiasm.

Shri Saket Mohta, MD, Merlin Group at a formal function presented the accolades to the winners in presence of Sushmita Roy, Femina Miss India West Bengal 2019. Shalini Mukherjee Tanwani from New Alipur Winner of Ya Devi 2020- Ms. Blooming Kolkata 2.0, Anwesha Chakraborty- Miss Plus Size

India 2019, judge of "Ya Devi 2021". Soumie Dutta, Mrs. India Universe (Kolkata) 2019 Sinjini Biswas, administrator of the social media group "Glamorous Without Guilt", Doyita Mukherjee, the creator and admin of Belle Tales, Sohini Chatterjee, administrator of MSB..or "Makeup, Style and Beauty! A Lifestyle Choice!!!", Gargi Singh, social media influencer and creator of Club House, a social media group, Ushna Majumder, Influencer, Admin, Makeup Fashion Lifestyle. have been present at the launch of Ya Devi, 2020 were also present at the grand finale.

Shri Saket Mohta, MD, Merlin Group Commented on the initiative, developer of Acropolis Mall, Princeton Club, Ibiza the Fern Resort & Spa, Homeland Mall and state of the art residential properties said, "Woman epitomizes power and energy. A woman can excel at any field given an opportunity. We at Acropolis mall, are providing a platform to the women fraternity to prove their mettle and manifest their power. Ya Devi- Ms Blooming Kolkata is an opportunity for those belles who want to chase their dream in modeling. Keeping covid situation in mind, we organized this contest digitally. We will provide a modeling assignments to the winners for our promotional campaign at Acropolis. This will prepare them for their professional journey. I wish all of them good luck in their future endeavours."

Shri Saket Mohta, MD, Merlin Group, developer of Acropolis Mall, Princeton Club, Ibiza the Fern Resort & Spa, Homeland Mall and state of the art residential properties said, "Today Acropolis has completed six years of operations. Housing more than 90 brands in different categories, Acropolis has become the preferred one stop shopping destination and outing for families. We hope to serve our valued guests for years to come. We at Acropolis have introduced exciting Puja shopping Bonanza to enable people to celebrate bounties with their shopping. However we strictly are adhering to the health and hygiene norms to prevent contraction. We hope people would celebrate Durga Puja with adequate cautious steps to keep the deadly covid at bay".

Acropolis Mall, India's premium mall and winner of CNBC Real Estate Award in Eastern Region, 2019, is located at a vantage point of Rash Behari Connector which connects E M Bypass with bustling south Kolkata. People from various areas like Ballygunge, Gariahat Rashbehari Avenue, Kasba, E M Bypass, Picnic Garden, Alipore, Park Circus, Santoshpur, Garia frequent Acropolis to enrich their shopping experience and gorge on delectable delicacies. The premium mall houses leading brands who offer wide range of merchandise starting from apparels, footwear, salons, fine dining restaurants and entertainment zone.