



SHOPPING CENTRES
ASSOCIATION OF INDIA

SEPTEMBER 2022 ★ Issue 14

COO's DESK



Marketing is becoming an integral aspect of the retail industry at the moment. The trends show that a heavy amount of investment is being done towards marketing all across the board. However, what is interesting is that the marketing techniques are also getting evolved and the campaigns being thought out are well-rounded and extremely futuristic. This further makes the reach for retailers wider and they are able to catch the right eyeballs.

Marketing is playing a big role for the entire ecosystem and keeping the spirit of the festivities alive the retailers are working towards making the conversation more alive using the right approach. Innovation is also taking the centre stage here and we see a lot of concepts and new-age tools being used to amp up the marketing efforts.

Keeping the positive festive spirit in mind, every retailer is putting their right foot forward and it is time to regale in the growth that we wish for the retail ecosystem, this season. The consumer is already bullish about the festive season and the entire retail ecosystem is ready to invite them for the big shopping bonanza. In fact, all eyes are on the festive growth curve that the sales this season is promising to bring for retailers all across.

– Anjeev Kumar Srivastava, COO, SCAI

VIEWPOINT



Metamorphosis of the organized retail sector in India: By Gaurav Balani, DGMMMarketing, Infiniti mall and Anshul Pahuja, Vice President – Operations, Pacific Development Corp Ltd.

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EVENT GALORE



As India celebrates 75th Independence Day, major developers organized a programme in their shopping complexes to celebrate 'Azadi ka Amrit Mahostav'. The glimpse of the celebration in the shopping centres across the country.

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IDEAS FOR GROWTH



10 POWERFUL IDEAS FOR MALL DIGITAL SIGNAGE: Advertising in malls and shopping centers is a billion-dollar industry that supports brands worldwide for the last decades.

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INDUSTRY UPDATE



The month of August has proved to be quite eventful for Elpro City Square, with tons of celebrations, customer engagements, new store openings and more.

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DISCUSSION HOUR



Shopping Centres Association of India (SCAI) organized a session on "Fire and Life Safety in Malls" on August 26, 2022.

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SCAI IN NEWS



The starting of SCAI Delhi NCR chapter that can work at micro level and represent the interests of the shopping centres at the industry level.

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VIEWPOINT 

Metamorphosis of the Organized Retail Sector in India

Retail has been undergoing a big change in the last few years and the market has been beginning to become more organized and focused riding on the changing customer behavior trends.



★★★ The evolution of retail has been an ongoing trend and every domain and node of retail has been contributing to making the sector more organized and prepared to adapt to the growing customer base. Let's hear it from two experts in the industry regarding the progress of the organized sector in retail.

Gaurav Balani, DGM-Marketing, Infiniti mall

The evolution of shopping malls has been an ongoing focus for years. The next evolution will bring advanced

and exciting experiences that will differentiate the new decade from the last. Retail is an evolving ecosystem where consumers explore and experience brands, and malls are one of the most important hosts of that experience. In recent times, the focus has shifted to providing customers with impeccable support to enhance their experiences, and integrating the latest technology like augmented reality, and interactive videos are fast gaining momentum.

We have seen a sharp 35-40% growth in sales in 2022 compared to 2019 in the first quarter and the rental category figures are also stable. However, certain categories have witnessed higher growth in demand than others. The key to building long-term customer relationships is exceeding their expectations & delighting them every step of the way, in short creating a wow factor. A better understanding of your customer's tastes and preferences makes it easier for us to cater to their requirements. Digitizing

various business processes gives you access to a wide range of data which further helps us to understand consumer behavior within a particular category, thereby facilitating the creation of strategies to attain desired goals.

The retail industry is highly dynamic and it becomes necessary for us to constantly evolve and adapt to the growing needs of the industry. Each customer is unique; hence it becomes important to constantly update ourselves in order to serve a diverse array of customers. Value and price effectiveness are equally important in any customer journey. It becomes our responsibility to offer products/services which are of value to the customer



and at the same time price it competitively. In a few cases where the value transcends customer expectations, they do not mind paying a higher price.

Technology has played a big role in the evolution of multiple industries, including retail and fashion. Over the next few years, it won't be surprising if we see AR / VR dressing rooms, robots that assist you in shopping, and temperature-changing fabrics. Quite a few shopping centers are already making use of these technologies by incorporating them in countless processes like digital reward systems, smart displays, etc. Omni-channel retailing is becoming common, where a retailer assists customers through more than one channel. Digitalization is an



expectation today & we look forward to embracing this in the near future.

Anshul Pahuja, Vice President – Operations, Pacific Development Corp Ltd.

Retail sector has left the pandemic far behind. As of now, it is totally focused on the future, and with shoppers back, it is looking ahead with multifarious plans in the pipeline. A large part



of the current evolution that the retail sector is experiencing is rooted in the pandemic, which has severely impacted consumer behaviour. Therefore, apart from instilling confidence in the shoppers that malls are safe places is the No. 1 priority. Further, as more and more consumers experience the benefits of online shopping during the pandemic, we have come up with a hybrid

mode, 'phygital,' as well call it, that combines the best of both physical shopping as well as online buying. This according to has been the most significant evolution in recent times. Moreover, the focus of the retail sector has also shifted to sustainability and agility. Controlling opex to the bare minimum without compromising service standards has emerged as a priority.



rule the roost. Things like loyalty programs, e-vouchers, and Drop the Q App through which customers can order food and get it delivered to their respective tables in the food court are some of the innovations we have implemented along with plans for many other such initiatives. Quite interestingly, the transformation in the digital landscape has provided us with a clear edge that cannot be matched by online stores. In Middle east there are few big online brands

Omnichannelisation process with a new overarching strategy keeping digital as the center point is another aspect. The retail sector has also tried to bring an in-store feel to the digital experience and the new services that started during the pandemic continue to be operational even now. Consumers have realized the potential of online sales even better. Aggregators ordering from Amazon, Zomato, and Swiggy have grown manifold. They also started ordering clothes or accessories online for the safety and comfort of home. Concepts like WFH (Work From Home) also make a transformative shift in consumer behaviour. Integration of technology is a must. Initiatives like demo and sales through video calls on WhatsApp, curbside delivery from our food court counters during the pandemic period, online F&B servicing, etc. As a Shopping Centre operator we offered our scale and supported the stores on our premises to offer the above

services. We also need to spend enough on campaigns on the concepts that "Shopping is fun at Malls" and watching a movie on big screens are better than at home.

Despite the changing times and the new normal traditional brands are way ahead of their digital counterparts. For example, a cinema with a ball pool. It is a concept from PVR that can't be experienced sitting at home. The gaming zone is another example that is difficult to experience at home. Shopping for a wardrobe while trying clothes from multiple brands like Zara, M&S, Tommy, Superdry, etc. shopping for cosmetics from Nykaa, Mac or Sephora cannot be matched online. And lastly, hot coffee from Starbucks or Meri Wali Chai from Chaayos only feels great when within the precincts of the mall.

Even though there has been an unprecedented rise in online sales, it can never emerge as a substitute for physical buying.



Another aspect that will keep us ahead is that while retail in shopping malls can scale their operations to include online models, it will be extremely difficult for online-only models. We feel that value and price effectiveness will be the key enablers. Definitely, we are in a better position to bring extra value to our customers by leveraging digital technology.

Technology that integrates brick-and-mortar stores with their digital counterparts will

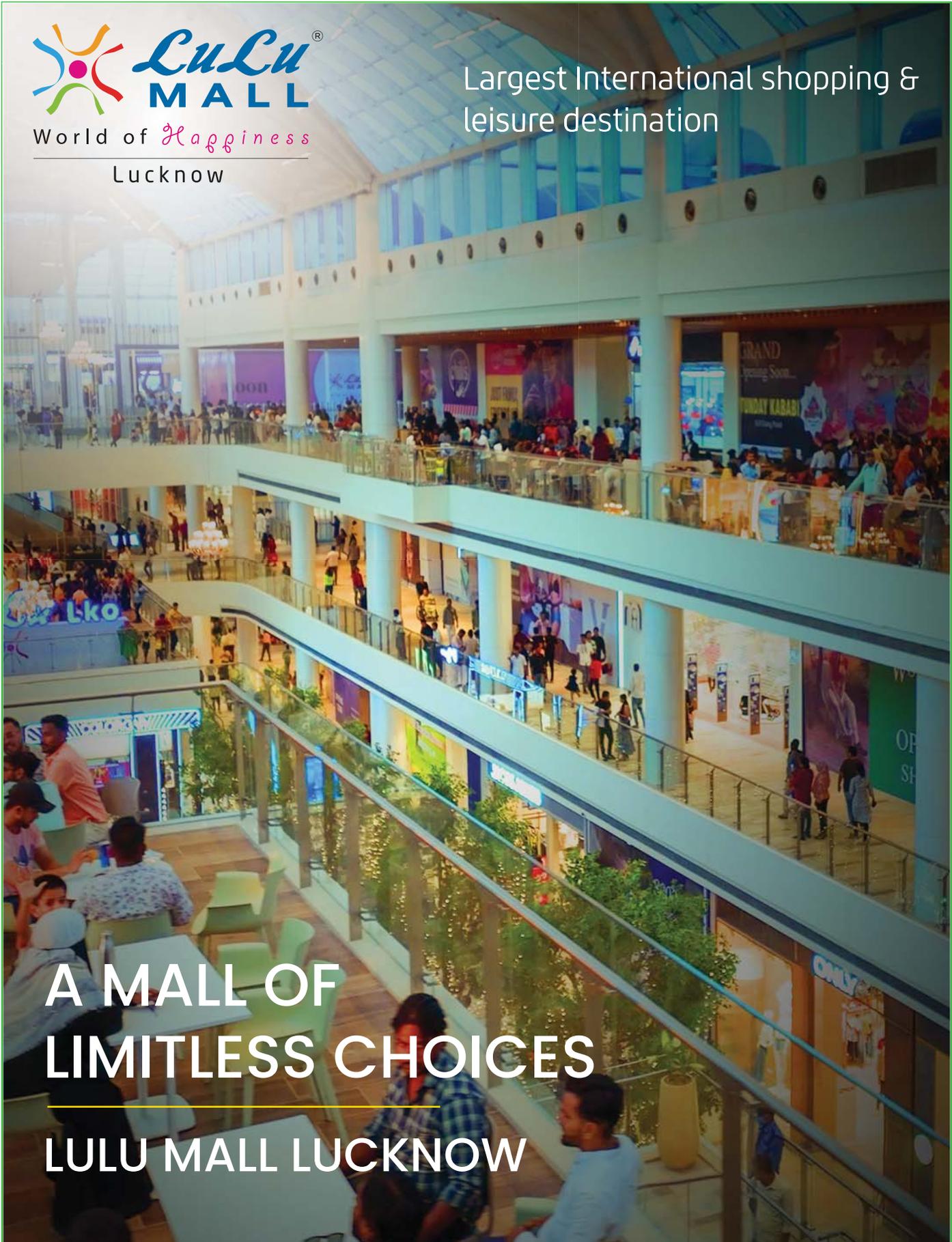
that have already started opening their physical stores and giving a feeling of presence to customers. Such a phenomenon is also catching up in India and in the end, it is the consumer who will remain king and will get choices and variety to shop from. Businesses are multiplying at rapid pace and Indians are hungry for growth. From developers to brands the present environment is such that it fosters growth and excellence. ■



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EVENT GALORE



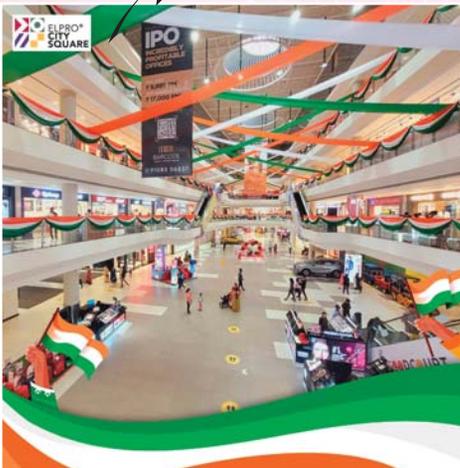
Celebrating 75 years of Independence

As India celebrated its 76th Independence Day on August 15, 2022, and marked 75 years of freedom, shopping malls across country organised various programs to celebrate 'Azadi Ka Amrit Mahostav.' We bring you glimpses of the celebration from some of the malls.

Celebrations at
**Growel's 101 Mall,
Kandivali East, Mumbai**



Celebrations at
Elpro Square, Pune



Celebrations at
Felicity Mall, Nellore

Celebrations at
**Providence Mall,
Puducherry**



Celebrations at
Phoenix Marketcity, Pune

EVENT GALORE



Celebrating 75 years of Independence

Celebrations at
**Pacific Mall,
NSP Pitampura**



Celebrations at
Pacific D21 Mall, Dwarka



Celebrations at
Pacific Mall, Dehradun



Celebrations at
Pacific Mall, Ghaziabad



Celebrations at
Pacific Mall, Tagore Garden



EVENT GALORE

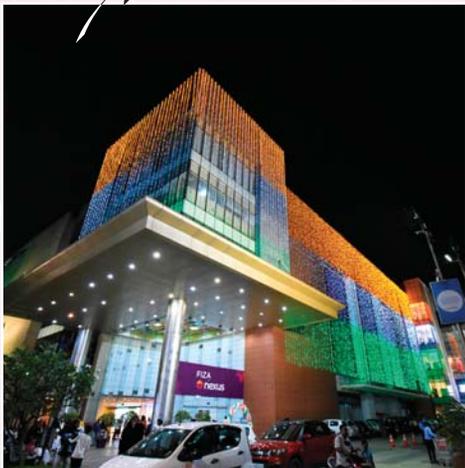


Celebrating 75 years of Independence

Celebrations at
City Centre Mall, Nashik



Celebrations at
Fiza by Nexus, Mangalore



Celebrations at
Infiniti Mall, Malad



Celebrations at
Global Mall, Bangalore



EVENT GALORE



Celebrating 75 years of Independence

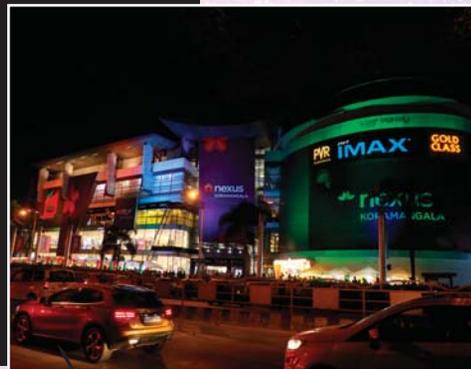
Celebrations at
R City Mall, Mumbai



Celebrations at
Phoenix United, Barielly



Celebrations at
Korum Mall, Thane Mumbai



Celebrations at
Nexus, Koramangala



Celebrations at
Nexus, Vijayada



EVENT GALORE



Celebrating 75 years of Independence

Celebrations at
City Centre Mall, Nashik



Celebrations at
Vegas Mall, Delhi



Celebrations at
**Phoenix Palladium,
Mumbai**

Celebrations at
Acropolis Mall, Pune



EVENT GALORE



Celebrating 75 years of Independence



Celebrations at
DLF Cyberhub, Gurugram



Celebrations at
DLF Avenue, Saket



Celebrations at
**DLF City Centre,
Chandigarh**



Celebrations at
**DLF Promenade,
Vasant Kunj**



Celebrations at
DLF Mall of India, Noida



Celebrations at
DLF Chanakya, Delhi



EVENT GALORE



Celebrating 75 years of Independence

Celebrations at
Forum Galleria, Odisha



Celebrations at
Forum Courtyard, Kolkata



Celebrations at
Forum Rangoli,
West Bengal



Celebrations at
Forum Atmosphere, Kolkata



EVENT GALORE



Celebrating 75 years of Independence

Celebrations at
Horizon Plaza, Gurugram



Celebrations at
Nexus Indore Central, Indore



Celebrations at
Nexus Ahmedabad One, Ahmedabad



Celebrations at
Lulu Mall, Kochi



Celebrations at
EVA Mall, Vadodara



Celebrations at
Lulu Mall, Lucknow



IDEAS FOR GROWTH



10 Powerful Ideas for Mall Digital Signage

Advertising in malls and shopping centers is a billion-dollar industry that supports brands worldwide for the last decades. While the old-fashioned video ads along with pictures are still doing good, the viral and creative marketing campaigns and mall advertising ideas are delivering way better results.

Delivering that desired creative marketing campaign and making it go viral is way harder with the old-school ads rather than through shopping mall digital signage. Here's a list of powerful shopping mall digital signage marketing ideas that can impact your brand awareness and genuinely up your advertising game.



1. BUILD A 'SOCIAL MEDIA WALL'

Social media walls create a sense of being a part of the brand team and a part of the small or large community. It helps people feel, and it's great if you want to build that so-called bond between you and your customers. Modern digital signage shopping mall software allows you to connect any social media platform to display the latest posts with the related hashtag or from selected accounts. You can also control this whole process manually. Post news, updates, or posts on pre-defined topics that will be interesting for your viewers.

2. INSTALL A PHOTO-SHARING BOOTH

A great way to offer your clients to get on their photo on the screen where every visitor will be able to see them in the dynamic photo feed. People will tweet or post photos on Instagram and mark it with the branded hashtag, share it, and get on the wall. This is a win-win for all.

3. RUN COMPETITIVE GAMES

Do you remember the famous McDonald's ping-pong game on the huge billboard? People could play ping pong with each other on the giant screen located on the building. They just used their phones and native McDonald's app to participate. This was not only entertaining but also super creative. This campaign went viral in hours and is still remembered 8 years later. Maybe it won't go viral, but at least it will always be entertaining for your visitors.

4. IMPLEMENT INTERACTIVE QUESTS WITH THE SHOPPING MALL DIGITAL SIGNAGE

Ever wondered how you can stand out from the crowd of screaming ad boards? We always talk about making it more interactive. Have you considered the gamification process? Create a small quest to engage your ad viewers and reward them with some sort of discount or coupon. Running a quest game on a few displays across the mall can also serve as a step-by-step guide directing your potential client right to your store or booth.

5. COMBINE THE WAYFINDING WITH DISCOUNT HUNTING

Another example of gamification can be the wayfinding using shopping mall digital signage. A regular guiding map can have



some hidden hints leading to getting a tasty discount for your product. There are many shopping centers that are just big. Then there are some that are straight gigantic. For an average customer, it means stress getting from A to B. Digital signage wayfinding is a way to make these woes go away by introducing a clear and intuitive system of directions. This way you're ensuring that the customer is happy and satisfied with visiting your venue. And one of the most interesting mall advertising ideas is combining wayfinding with commercial deals.

6. RUN A QUIZ WITH THE SHOPPING MALL DIGITAL SIGNAGE

People of all ages love participating in quizzes. An average shopping mall digital signage software includes these functionalities and allows you to create quizzes of different complexity.





7. SEDUCE YOUR VISITORS WITH THE CAFETERIA DISHES & MENU

Use your displays to guide your mall visitors to the cafeteria. Seducing them with the tastiest pictures and videos will work great. Digital signage for shopping malls allows you to rotate an infinite number of pics and videos in your dynamic feed of content. You can show numerous delicious dishes and a video of how your chief cooks them. This will boost the number of visitors in your mall cafeteria.

Digital menu boards are the new hottest trends that are among the best mall advertising ideas out there. Why? Because static menus should be left in the 80s. New millennia gives businesses a much better way to engage with customers and the name is digital signage. With interactive menu boards, you're getting the power to interact with your audience more effectively. What does it mean in monetary dimensions? That's right, that you're getting more sales and your business grows faster.

8. IMPLEMENT A BOOKING DESK

And what about other mall advertising ideas? Did you know that the mall landlords can benefit from digital signage as well? You can be the first mall to implement the fastest renting experience for those looking to rent a retail mall space. A few shopping mall digital signage displays can power the whole booking system for your mall properties.

9. SHOWCASE THE PRESS REVIEWS OF THE MALL

Keep the new mall visitors informed about how good this particular shopping center is can be quite easy with signage. You can deliver the latest press features in a few clicks through the shopping mall digital signage network software.

10. THE LAST OF OUR MALL ADVERTISING IDEAS IS LIVE SALE STREAMING

Malls have dozens of shops and huge sales happen there from time to time. It would be a fantastic way to create a buzz and hype around this event. You can display the countdown to the next sale or run competitions to win additional discounts. Signage software is truly a game changer. ■



INDUSTRY UPDATE



Elpro City Square Tops Off an Eventful August with Exciting Celebrations



★★★ The month of August has proved to be quite eventful for Elpro City Square, with tons of celebrations, customer engagements, new store openings and more. Throughout August, the people of Pune have been treated to the best of celebrations, exciting offers and more at Elpro City Square.

On International Youth Day, Elpro City Square celebrated the young guns of the city with a special event where young students had the opportunity to show case their talent on the big stage. Many young groups came and performed at the event, with a special group of students

from Elpro International School presented the burning issue of climate change and ways of spreading awareness through "Nukkad Natak"

To commemorate 75 years of Independence, the mall was adorned in tricolour-themed decor, tri color balloon distribution for kids was appreciated by the customers, while the brands had special Independence Day offers and discounts. The entire weekend leading up to Independence Day saw the people of Pune turn up in huge numbers at the mall to celebrate the auspicious occasion with friends and family.



Popular brand Wow! Chicken opened its first outlet of Pune at Elpro City Square mall.. With this opening the food court offering is complete in terms of space and variety, it becomes one of the most diverse food courts in town. This means that the people of Pune have scores of different cuisines to pick from whenever they visit the mall!

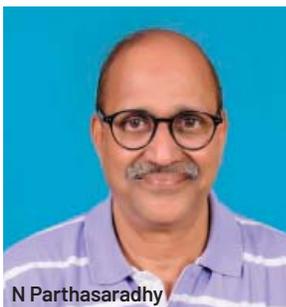
Elpro City Square continues to live up to the people's

expectations and continues to keep them engaged with new brands, contests and celebrations. People are choosing Elpro City Square as their preferred destination for celebrations; many people visited the mall during Raksha Bandhan and Independence Day. Safe to say, the mall is striving to be the one stop destination for Fashion, Food & Entertainment for all the age groups and entices them to keep coming back for More!! ■

DISCUSSION HOUR



Significance of Fire Safety in Shopping Centres



★★★ Shopping malls are considered as the most prevalent format of retail for multiple reasons. The malls are epitome of luxury, safety, hygiene and of course due to the availability of brands and services under one roof. Therefore, it is very important

that the shopping malls maintain a safe environment for the shoppers as well as the business owners.

A shopping mall fire can be a devastating event that causes physical and emotional injuries to both shoppers and employees. Fires in shopping malls are particularly dangerous because they often cause extensive damage quickly, trapping people inside the building. In addition, fires in shopping malls often involve hazardous materials such as flammable liquids or aerosols. As a result of these factors, the mall must take special precautions when responding to fires in shopping malls.

Although malls and retail stores with high density of crowd are bound to follow the National Fire Safety Standards and all the required safety measures. Conducting Fire & Life Safety Audit is also another prospect to identify the fire hazards and life safety risks present in the shopping mall.

In an attempt to deep dive on the security measures of the shopping malls, Shopping Centres Association of India (SCAI) organized a session on "Fire and Life Safety in Malls" on August 26, 2022. The panelists of the session were: → **N. PARTHASARADHY**, Vice President, GVK One Mall, Hyderabad

- **RAJEEV KUMAR PASI**, Security Head, Elante Mall, Chandigarh
- **SHRAWAN MISHRA**, Sr Manager- Fire Life and Security, Nexus Ahmedabad One Mall, Ahmedabad

The session was moderated by Haneel Anand, AGM(Head)-Loss Prevention, Viviana Mall, Thane.

KEY OBSERVATIONS

- Mall safety is ensured from the core of designing the mall
- Planning different fire escapes and emergency exits
- Emergency exit should be accessible for everyone and



properly guided out **RAJEEV KUMAR PASI**, Security Head, Elante Mall, Chandigarh explains, "Every day, millions of people visit the shopping centres, and it becomes difficult for the people to make them realize that they need to be responsible at the centres as well. Some customers are not that responsible and turn careless in their approach and this may result in accidents. Our stores in malls follow strict SOPs and we don't let anyone operate in the mall, who doesn't follow these guidelines."

"We pay much attention to the anchor stores as well because when they operate they believe that they can dump anything in the backyard but this is not the case, for this we regularly keep special checks to see that they don't dump anything in the backyard. We also train the staff members in the stores to fight the fire in case of any emergency. As in the time of fire, security cannot reach everywhere so the staff members inside the store should be trained in a way that they should know all exit points. In the assembly

area, we have created a system which showcases the number of people entered in the mall, and number of people who took exit from the mall. These data points help at the time of emergency, where we can get the live status of how many people are inside the mall. We have an emergency button which is installed in the fire control room, which is directly connected to fire services. In the case of panic, if we press the button the fire services will immediately get the information as well as Mall Heads will also get informed on their phones about the fire emergency," he added further. **N. PARTHASARADHY**, Vice President, GVK One Mall, Hyderabad states, "Fire safety is such a large subject, it starts from the design stage. Starting from the implementation of operational maintenance training is a whole gamut of efforts that has to be taken into account to face any risk against fire. The foremost thing is to get the best of the equipment to put in the pump room, detectors, sprinkles etc. These things have to be 100% operational and to ensure that they are

all in functional condition a regular operational training should be done. The mob drills are also an important aspect, as the manpower should be trained in a way that they should know how to deal with any kind of emergency. With it, the staff members of the shop should also be trained, and a proper record of new joiners should be maintained so that proper training can be given to everyone."

"At GVK One Mall, security personnel are trained in a very planned way. The individuals are given the badges so that they know their role and responsibilities at the time of emergency. There are first raiders, firefighters, rescuers, and everyone has a designated role to play during the emergency. The fire emergency can take place at an operational place whether it is small or large, if we are attacking it properly it won't spread much. The regular mock drills identify the unsafe conditions, in the food courts the exhausts are ducted every six months, and there must be a procedure where ovens are cleaned every day. We need to understand that fire safety is not just about electrical safety, Fire safety is a whole gamut of affairs and proper training to the staff members are required to overcome this kind of emergency," he added further.

SHRAWAN MISHRA, Sr Manager- Fire Life and Security, Nexus Ahmedabad



One Mall, Ahmedabad stated on this, "Training is the foremost aspect to tackle any fire emergency and the management team plays an important aspect in this. In our mall, the security team undergoes one ERT daily briefing from security officers of fire every day. We also train our retail staff members, so that in the case of any fire emergency we never know who will become a firefighter. Therefore, proper training is needed for everyone."

He added, "On weekends and holidays, when we see a lot of footfall, we get support from Government bodies/fire departments, and we have deployed traffic marshals so that the road should be clear in the case of any emergency." ■

Listen to full session: <https://www.youtube.com/>

SCAI IN NEWS



Happy to Announce the SCAI Delhi NCR Chapter!

HEAD

The SCAI State Chapter is being formed to expand the association working at micro level and making it a more effective body, representing the interests of the shopping centres at the industry level.

Delhi being the national capital, the policy makers are based which will help us in perception building. The Delhi NCR Chapter shall become the voice of shopping centres at the national level.



HARSH BANSAL
MD
Unity Group

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CEO - Freeport brands Pvt Limited



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Executive Director
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Mantra Mall



AMR Planet



Happy to announce the joining of **Mantra Mall, Hyderabad** and **AMR Planet, Hyderabad** as a SCAI Member. A very warm welcome to both of them and with this collaboration, we are looking forward to raise the bar for the development and management of shopping centres in India.

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