

MALL TALK



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Najeeb Kunil, CEO, PPZ gives us some insights into business, what he holds closer to his heart, strategies, and growth plans. What does the future of shopping malls in India look like? For the larger part of our

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Retailers don't sell just goods. It's really about marketing emotions and feelings. Think about the reason some buy Dunkin' and others buy Starbucks. Though they both sell coffee, Dunkin' has positioned itself as

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WELLNESS



By Hasmukh Adhia There is no one in this world who does not want happiness. Happiness is a common pursuit of people of all countries and all faiths. The physical quality of life has improved substantially for most

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Independence Day Celebration

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LULU WEDDING UTSAV



The enchanting tale of Lulu Wedding Utsav 2024 unfolded as a symphony of love, celebration, and unbridled joy. The grand event inaugurated by gorgeous Malavika Menon who left an indelible mark on

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Retail theft poses a significant challenge for both brick-and-mortar and online businesses, impacting their financial stability and eroding trust with customers. To safeguard your business from this threat, here are

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Artificial intelligence (AI) in retail helps brands collect consumer shopping data and map out the buying journey. This usually includes how customers shop, their preferences when browsing, and the time of

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EXCLUSIVE CHAT



In conversation with V. Muhammad Ali, who's the CEO of Forum Malls, Prestige Group to understand more about the depth of retail and what the future holds for retail here in India. Ali, could you share how the role of

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RESEARCH



Building a strong brand presence is essential for any business aiming to thrive in today's competitive market. It encompasses the online and offline footprint of your brand, as well as its awareness among your

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INDUSTRY NEWS



Nexus Select looks to buy malls in Hyderabad for over Rs 1,000 cr. Nexus Select Trust, the retail division of the Blackstone Group, is set to acquire a portfolio of malls spanning 1 million sq. ft. in Hyderabad from

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WARM WELCOME



Happily announcing the joining of Redleaf Technologies Pvt. Ltd. as a SCAI Member. A very warm welcome to them. RedLeaf Technologies is a pioneering thought leader in geo-spatial technology space with a core

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COO'S DESK



Anjeev Kumar Srivastava,
COO, SCAI

The landscape of retail has undergone significant transformations over time, ushering in new structures, processes, and business practices. Embracing the concept of omnichannel retailing, the industry has transitioned from singular touchpoints to a seamless integration of various channels, driving growth and success.

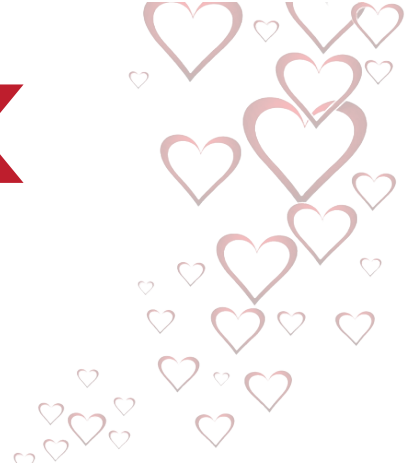
Technology plays a pivotal role in empowering retail across diverse domains, catalyzing growth and expansion. Shopping malls have been at the forefront of this evolution, witnessing firsthand the dynamic changes taking place in the retail landscape over the past few decades.

Amidst this rapid evolution, it becomes imperative to closely monitor and analyze the growth trajectory of the retail industry, especially in the current scenario. Whether it's the burgeoning Direct-to-Consumer (D2C) landscape in India, the evolving dynamics of traditional retail, or the increasing adoption of technology in malls, there is a compelling narrative emerging around "retail in the new normal."

Furthermore, the consumer-driven growth of shopping centers holds significant importance, as it reflects changing consumer preferences and behaviors. By delving deep into emerging marketing trends and evolving market dynamics, we aim to narrate the unfolding story of retail's transformation.

As we navigate through 2024, there is a sense of optimism and hopefulness pervading the retail industry, with a promising outlook for sustained growth and development in the days ahead.

Anjeev Kumar



RENDEZVOUS WITH NAJEEB KUNIL



Najeeb Kunil, CEO, PPZ gives us some insights into business, what he holds closer to his heart, strategies, and growth plans.



What does the future of shopping malls in India look like?

For the larger part of our middle-class Indian population, Shopping Malls are still the preferred getaway for the entire family. Having said that, with the growing traffic worries in most metros / capital cities and now

even in smaller 2-3 tier cities, shopping malls have become more hyper local. In spite of the exponential growth of the online market, people are still stepping out for experiential outings to shopping malls. It's the responsibility of each shopping mall to create enough engagements, entertainments and experiences so that people choose their asset as the preferred ones. It's truly become community centres for each hyper local catchment.

People are mainly visiting shopping malls for multiplexes and dining. They choose to shop from High Streets rather than Malls. How should shopping malls tackle this challenge?

I would completely agree with this statement in many parts of the country, as not all catchments have strong high streets when it comes to fashion based shopping. I do agree that cinemas and F&B are important drivers for footfalls at shopping malls, but the tenant mix you create, keeping in mind your catchment makes a huge difference in the way a customer chooses your asset over other options.

As mentioned earlier, the marketing calendar you create for the year (AMP) has to be curated in a manner which connects with the customers more emotionally than transactionally. The high street or online can only offer transactions, but a shopping mall can offer a whole some offering for an entire family throughout the year, if you focus correct on the marketing calendar. From festive based events to community led events, to specific interest-based

events to shopping bonanzas, all play a collective role in attracting the customer to a shopping mall relative to high streets.

Most importantly, the convenience of everything available under one roof with ample infra for parking, toilets, trolleys, etc are 100% added attractions for a customer to choose a shopping mall over high streets.

What about the trends you are noticing in the industry owing to the customer behaviour changes? Considering cultural and socio-economic factors, what might be driving the observed differences in consumer behaviour between the south and north/west regions?

Since COVID, there is no doubt that there has been a big behaviour change in people in general, where the focus for everyone has been quality over quantity. Experiencing this change within our own homes, one of the biggest aspects we brought about in our malls was to be emotionally connected to our customers. Having said that, the North Indian malls have to be loud and opulent in their communication and offering to attract the customers, whereas southern malls can focus on more edutainment-based activations along with value offerings to attract customers.

The biggest difference between the north & south zones of India are in the aggressive mind set of spending money, where in like to like cities north India would spend at least 50% more than any similar southern city.

Any process or strategy shifts that you have brought in for your brand keeping this thought in mind?

Across all our 19 assets, we launched "Community Based Activities". The communication with our customers were all around connecting with them without an under lying agenda to sell. It was purely to bring them to our assets to have a good time and we believed in the fact, that if we bring them out of their



homes to visit our assets multiple times for their interests and engagements, then they will choose as assets for their shopping habits as a by-product. We introduced events like pet shows, cyclotrons, marathons, blood donation drives, joint activities with different social clubs like Rotary & Round Table to enhance the quality of their neighbourhood, garbage cleaning drives, save the soil & river initiatives with Isha foundation, feed the orphanages & old homes in our catchments, musical events with the schools of our catchment and many more. I have to say, that we have seen an exponential growth and stability in all our assets, in spite of new competition growing within those spaces. The social behaviour patterns and acceptance of what we had to offer was the same across India.

What trends that you see in this industry in the next 5 years and your message for the Shopping centre Industry?

Shopping malls in large are going to be hyper local community spaces, where people will choose these as their preferred destinations to spend quality time with family and friends. The more we focus on offering them experiences that creates the emotional connect with the asset, the more we will see the loyalty and repeat customer flow thru the life's cycle of any asset.

Shopping malls have to be perceived as long-term assets that's needs to evolve as time passes. This evolution is purely syncing along with every changing customer behaviour. If we are able to focus and drive activations, tenant mix churns and experiential design changes through the life of the assets, then you have a very high chance of successfully sustaining yourself throughout the process.

What should shopping malls do to become the primary purchasing destination for Indian?

Keep the focus on the customer you are targeting, do not shy away from evolving even if you have been successful in the past and most importantly you must keep a high level of engagement alive thru the entire life cycle of an asset. Shopping is a by-product, if you are able to drive them to your mall all the time.

What is the best and worst part of being GroupCEO?

There are more good than bad, as you are responsible in shaping the future of the people who work for you and the stake holders who support you all the time. It is necessary for a CEO to think 5 steps

ahead of the entire pack, so that you can implement a plan to drive everyone towards a common vision. The tough part is always getting your teams to believe in your vision, cause sometimes they maybe disruptive and risky, but if you do sincerely believe in it then you have to prove to your teams & board (thru various evolving case studies) in your vision of the future. This responsibility sometimes can be motivating but also over whelming.

What strategies do you utilize to effectively manage people, overcome obstacles, and foster a positive work environment?

In my experience, the toughest time in our lives brings the best & strongest part of our relationships with your peers, teams, colleagues, and friends. Similarly at work, standing strong together during the toughest times at work, brings the best in everyone as they truly believe that there is someone constantly there to hold them, if they fall. My focus has been to constantly build that trust I would like my team to have in me. The other imp factor has been empowerment, if you want accountability then you have to give authority.

This is something we have seen at PPZ, our people enjoying and respecting the most compared to many other monetary factors. We can proudly say that we a big % of our team who have been with PPZ for more than 10 years+ purely attributed towards our work culture and ensuring people learn and grow.

How do you cope with the demands of the workplace, and what stands out as the most substantial obstacle you've faced in your professional path?

Having a fresh and healthy mind & body are extremely imp in our ever-demanding working life. We at PPZ have ow pushed people to take their prescribed leaves at often intervals with their families. We strongly believe that people happy at home will be happy at work, spreading the same to all their colleagues.

Being a services company and operating in India since the start of organised retail in India, retaining talent has been and will continue to be by far our biggest challenge, as we are one of the biggest poaching grounds in the country. We are at the same time proud that some of the ex-colleagues are in many leading roles in some of the top retail development companies in India & abroad.



What makes your company stand out from the competition?

The passion we bring to the table in delivering our work & the trust we build with our clients, which helps us use our knowledge and capability to deliver the end result. We are very data oriented, heavy on tech and we dive deep into problems to try solve them.

What are the key challenges your company is striving to overcome?

After operating in India for over 20 years as a 3rd party services company, our inevitable evolution is to build and manage our own shopping malls. Our shareholders and I are working very closely with multiple financial institutions to evolve to this step soon. 2024 is our year to evolve.

What is the biggest challenge that you have faced in your career?

Being a services company, COVID year was unprecedented for all but more so where our entire industry was shut down with zero revenues being generated. We had more than 100+ people to take care off during this period. Our shareholders, the collective team and also many clients supported us during this period to overcome the tough period. Our focus to solve the larger problem of them industry and our constant engagement with both our retailers and developers, successfully brought every asset under our management out of these tough times. This goodwill helped us grow 3 times more in terms of projects, revenues and team strength since COVID.

How do you define success? What three fundamental habits should budding entrepreneurs develop to enhance their likelihood of achieving success?

- 1) having a bolder vision than others in the room, even though it maybe questioned or challenged
- 2) hard work which cannot be replaced by any means
- 3) patience to not expect miracles, as result will follow

How do you strike a balance between your professional responsibilities and personal commitments?

It is a necessity for all, as the balance in life is the only way you will enjoy what you are doing.

What hobbies or sports are you involved with

outside of work?

I have been and continue to be a national level badminton player, of course now I play in the master's category above 50 yrs+. My wife and I are adventure junkies from scuba diving to sky diving to high range mountain climbing. We are formally certified in all 3 fields. I come from a very sports family background, so all sports are part of our life, and we try and inculcate that in our daughter as sports teaches humility in life.

Which individual's life and achievements serve as your greatest source of inspiration?

I have to start with my father, as he has come from a very humble background in Kerala with no education, to giving us all the privileged comforts and exposure in the world to managing a successful empire currently owning multiple restaurants, very successful real estate business, poultry Agribusiness and to 4 educational institutions in urban rural areas of Kerala & Karnataka. He is 78 years old and leaves home every day at 8.30am dedicatedly for his work. The 2nd would be my achievements and exposure in sports, as i have played at the highest level in Indian badminton during the 90's, which thought me the most important basics in life. Learning how to lose, being humble irrespective to what background you have come from and playing as team to deliver the end result.





BRAND GUIDELINES



7 Effective Strategies for Preventing Retail Theft in Small Businesses

Retail theft poses a significant challenge for both brick-and-mortar and online businesses, impacting their financial stability and eroding trust with customers. To safeguard your business from this threat, here are seven proven strategies for theft prevention:

1. **Identify Theft Sources:** Understand the origins of your retail losses, whether they stem from employee theft, shoplifting, or inventory errors. By pinpointing the root causes, you can tailor your prevention tactics accordingly.

2. **Combat Shoplifting:** Recognize common shoplifting tactics such as tag swapping, bag stuffing, and fraudulent returns. Implement measures like attentive staff, visible signage, and surveillance cameras to deter theft and apprehend offenders.

3. **Address Employee Theft:** Educate your staff about the repercussions of employee theft and train them to recognize suspicious behavior. Establish clear policies and monitor transactions to prevent cash skimming and unauthorized discounts.

4. **Optimize Store Layout:** Arrange your store layout strategically to minimize theft opportunities. Keep high-value items secured, place the cash wrap near exits, and maintain a clutter-free environment to enhance visibility and deter theft.

5. **Deploy Signs & Mirrors:** Install signs informing potential thieves of surveillance and use mirrors to eliminate blind spots. These cost-effective deterrents create a vigilant atmosphere and discourage criminal activity.

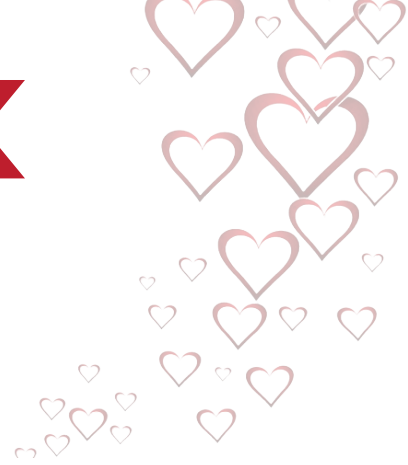
6. **Utilize Security Technology:** Invest in advanced security systems such as video surveillance, entrance alert systems, and RFID tags to bolster your theft prevention efforts. These technologies provide real-time monitoring and enhance overall security.

7. **Secure Online Operations:** Protect your ecommerce platform from various forms of online theft, including credit card fraud and data breaches. Implement robust security measures such as two-factor authentication, regular system updates, and secure payment gateways to safeguard customer information.

By implementing these comprehensive theft prevention strategies, small businesses can effectively mitigate retail losses and create a safer shopping environment for customers and employees alike. Whether through employee training, physical security enhancements, or technological solutions, proactive measures are essential in combating the pervasive threat of retail theft.



MARKETING BYTES



Branding With Power

Retailers don't sell just goods. It's really about marketing emotions and feelings. Think about the reason some buy Dunkin' and others buy Starbucks. Though they both sell coffee, Dunkin' has positioned itself as an affordable, friendly and accessible brand. Starbucks, on the other hand, is seen as a more upscale, sophisticated experience.

These distinctions come down to branding. In 2018 survey from Sprout Social showed that when customers feel connected to a store's brand, 57% will increase their spending with that brand and 76% will buy from it over a competitor. If you haven't revisited your brand positioning recently, think about it now.

Here are some ways freshen up your branding.

1. It's all about authenticity.

In this era of artificial intelligence-generated content and marketing, authenticity stands out. Intuitively, many consumers turn away, feeling that these brands aren't genuine or personalized. To showcase your authenticity as a small business brand, share your individual story: struggles, triumphs and all.

This desire for genuine interaction and authenticity extends to two-way communication with customers. Rather than investing in the most expensive AI tools, consider using that budget to train employees on answering questions and responding to posts on social media themselves. It makes sense for small businesses to invest, in one-on-one relationships, she said.

2. Lead with your values.

There was a reason you started your small business. Maybe it was a passion for a product or a goal to highlight local artisans or you wanted to see more sustainable clothing. Make sure those values are front and forward, where people can see them. If you started your business because you wanted more sustainable options and all your clothing is produced in an ethical manner, put that at the top of all of your marketing material and social media posts. And sticking to your theme, you might host or partner on community service and program opportunities that

reinforce that value. Maybe hold a workshop on upcycling or offer recycling bins at your small business.

3. Get personal.

The brands that will resonate deeply in 2024 will seem tailor-made for everyone, reflecting their unique preference and style. And while Jacob opposed AI-generated content, leveraging AI to collect, sort and analyze data is invaluable for small businesses, she said. Today's AI tools enable businesses to analyze a customer's purchase history, facilitating more accurate product recommendations and targeted communications.

4. Be consistent.

Consistency matters in your word and in your presentation to the public. Use uniform fonts, colours and logos on all of your marketing material and social media platforms and keep your voice and tone consistent. As the saying goes, trust is hard to gain but easy to lose, so plan all these little things and ensure to build long-term trust with your customer





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TECH AHEAD



AI for Growth

Artificial intelligence (AI) in retail helps brands collect consumer shopping data and map out the buying journey. This usually includes how customers shop, their preferences when browsing, and the time of purchase. Brands typically use this data to offer a personalized shopping experience and refine their marketing efforts.

Personalization is the key to creating a preferred shopping experience. Almost half (49%) of consumers say they are more likely to become a repeat buyer after a personalized shopping experience with a brand. And while brands are aware of this preference, 71% of brands believe they excel in personalization, while only 34% of consumers agree.

There is a lot to improve on when it comes to delivering a personalized shopping experience for the online consumer—but it is worth it. Sailthru reports two-thirds (71%) of consumers they surveyed said they will shop more often with companies that personalize the experience.

What You Can Do:

- Research, experiment, and pay attention to industry news, use cases, and available AI tools for ecommerce.
- Invest in solutions like an AI Assist feature that can build listening capabilities and identify emerging customer preferences.
- Personalize, personalize, personalize! Even without AI, you can personalize your customer's online shopping experience by adding features in your ecommerce platform, such as product recommendations, offers, and discounts. Email marketing segmentation can also go a long way in personalization.
- Create an omnichannel experience for your customers. More than half of consumers look at a product online and buy in-store and vice versa. In today's shopping landscape, it is imperative to give a seamless shopping experience for customers.





SHOPPING MALL BUSINESS TREND ANALYSIS



Analyzing Trends in the Shopping Mall Business: A Detailed Overview

3rd Quarter FY 23-24

In the dynamic landscape of the shopping mall business, understanding trends is crucial for stakeholders to make informed decisions. A comprehensive analysis of the 3rd quarter of the fiscal year 2023-24 sheds light on various aspects including mall sizes, regional responses, tier-wise city responses, consumption patterns, F & B (Food and Beverage) sales, occupancy levels, entertainment sales, and rental trends.

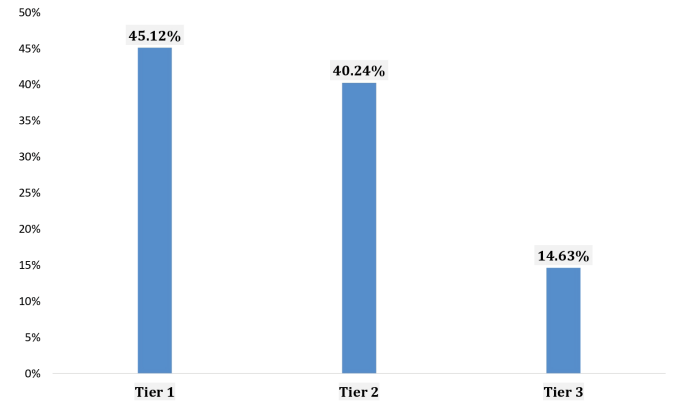
Mall Sizes and Regional Responses:

Mall sizes, categorized by Gross Leasable Area (GLA) in square feet, show a varied distribution with the majority falling in the 5.1 - 7.5 Lac and > 10 Lac categories. Region-wise responses indicate a significant presence across all regions, with the highest response rate observed in the West region followed closely by the North and South regions.

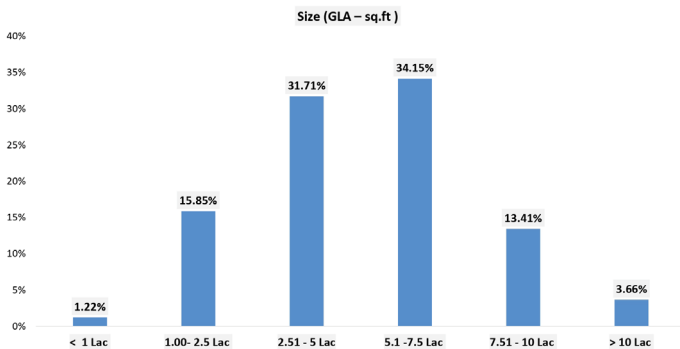
Tier-wise City Responses:

Tier 1 cities dominate the landscape with a response rate of 45.12%, followed by Tier 2 cities at 40.24% and Tier 3 cities at 14.63%.

Percentage (%) Tier Wise City Responses



Percentage(%) Responses as per Mall sizes

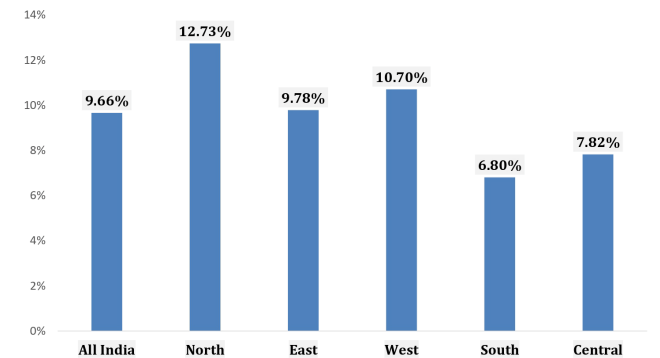


Mall Consumption Growth:

Mall consumption has seen a moderate growth rate of 9.66% on a weighted average basis, with the North region leading at 12.73% growth.

Mall Consumption (3rd Quarter 2023-24 Vs 3rd Quarter 2022-23)

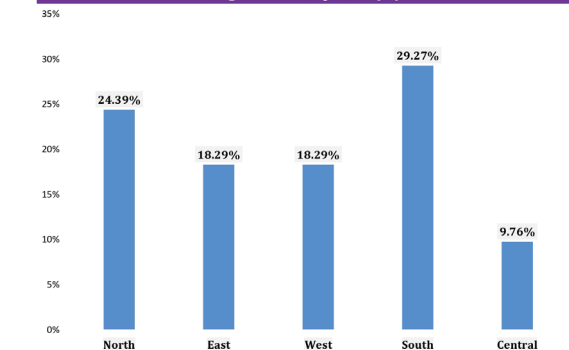
Growth in Mall Consumption - Region Wise



****Calculations are on the basis of Weighted Avg. Method

*** Mall Sizes (GLA) in Sq.ft

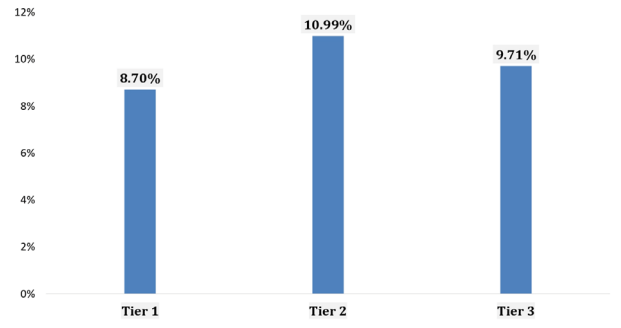
Region Wise Responses (%)





Mall Consumption
(3rd Quarter 2023-24 Vs 3rd Quarter 2022-23)

Growth in Mall Consumption - City Tier wise



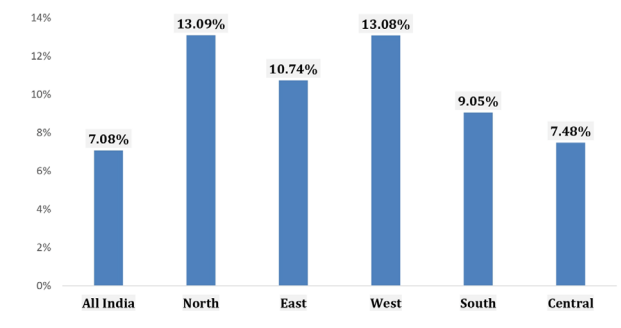
****Calculations are on the basis of Weighted Avg. Method

F & B Sales Growth:

Food and Beverage sales have shown a healthy growth rate of 7.08% on a weighted average basis with the North region leading at 13.09% growth.

F & B Sales
(3rd Quarter 2023-24 Vs 3rd Quarter 2022-23)

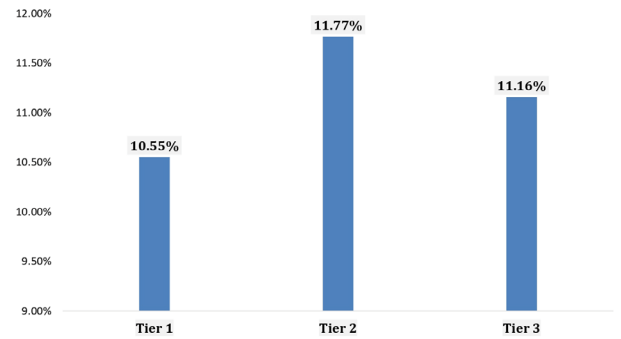
Growth in F & B Sales -Region Wise



****Calculations are on the basis of Weighted Avg. Method

F & B Sales
(3rd Quarter 2023-24 Vs 3rd Quarter 2022-23)

Growth in F & B Sales -City Tier wise



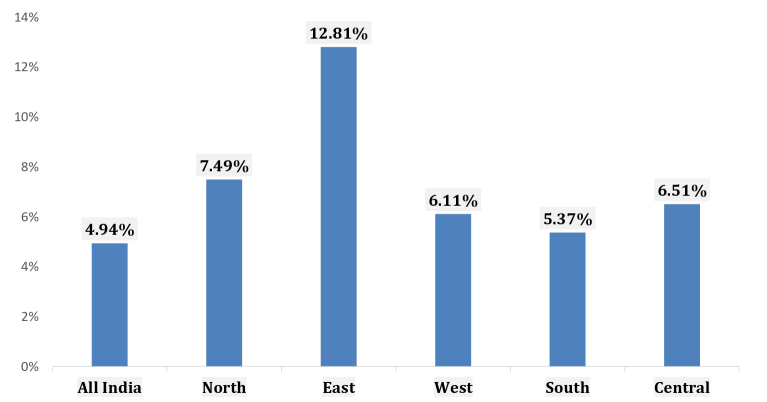
****Calculations are on the basis of Weighted Avg. Method

Mall Occupancy Level Growth:

Mall occupancy levels have experienced a steady growth rate of 4.94% on a weighted average basis, with the West region leading at 12.81% growth.

Mall Occupancy Level
(3rd Quarter 2023-24 Vs 3rd Quarter 2022-23)

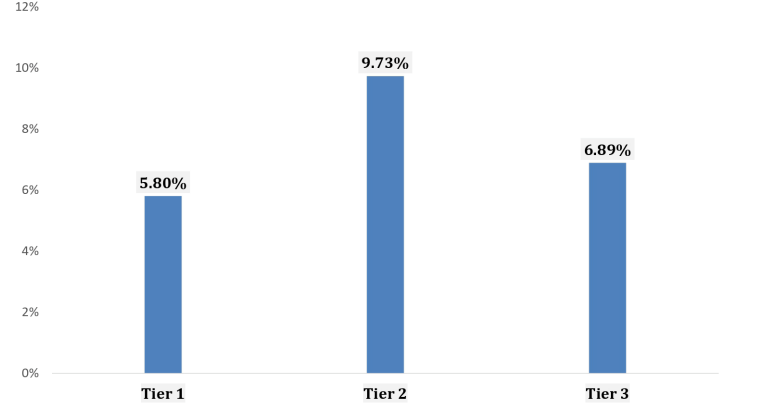
Growth in Mall Occupancy level - Region Wise



****Calculations are on the basis of Weighted Avg. Method

Mall Occupancy Level
(3rd Quarter 2023-24 Vs 3rd Quarter 2022-23)

Growth in Mall Occupancy Level - City Tier wise



****Calculations are on the basis of Weighted Avg. Method

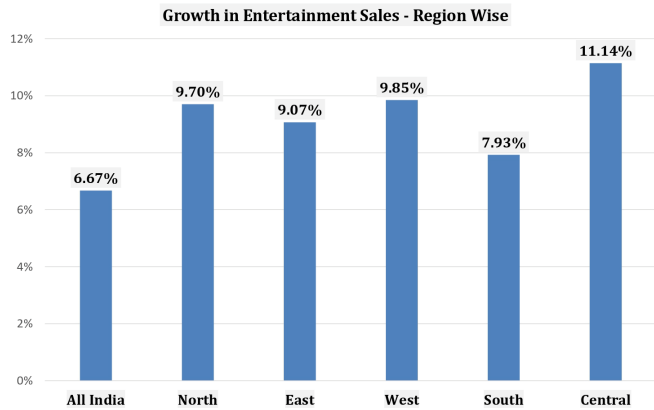




Entertainment Sales Growth:

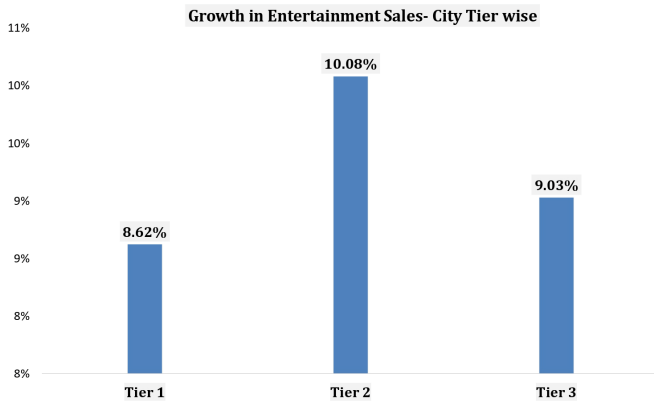
Entertainment sales have seen a moderate growth rate of 6.67% on a weighted average basis, with the North region leading at 9.70% growth.

Entertainment Sales
(3rd Quarter 2023-24 Vs 3rd Quarter 2022-23)



****Calculations are on the basis of Weighted Avg. Method

Entertainment Sales
(3rd Quarter 2023-24 Vs 3rd Quarter 2022-23)

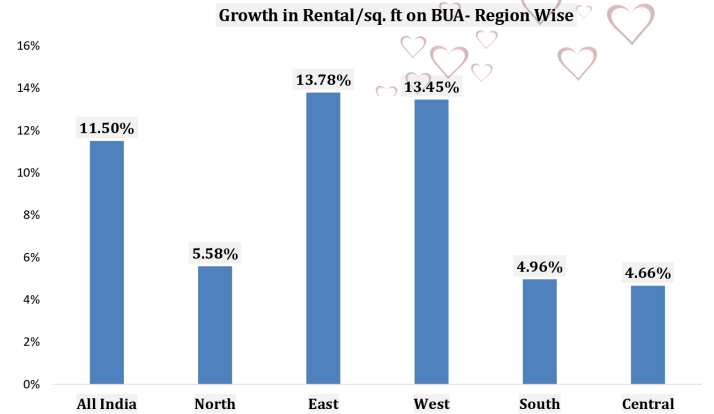


****Calculations are on the basis of Weighted Avg. Method

Rental Per Sq. ft. on BUA Growth:

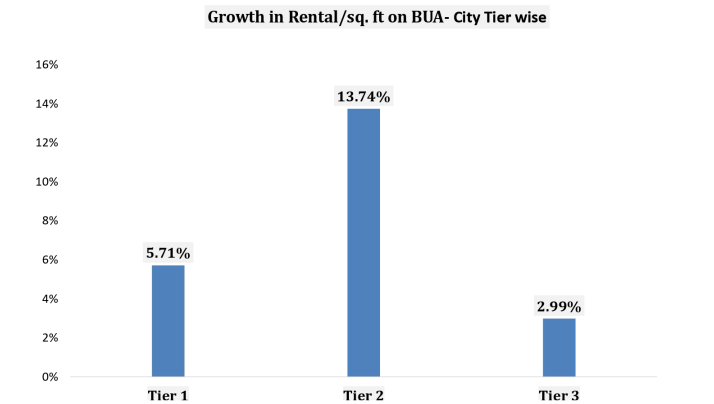
Rental rates per square foot on Built-Up Area (BUA) have shown varying growth rates across regions, with the West region leading at 13.78% growth.

Rental Per sq. ft. on BUA
(3rd Quarter 2023-24 Vs 3rd Quarter 2022-23)



****Calculations are on the basis of Weighted Avg. Method

Rental Per sq. ft. on BUA
(3Q 2023-24 Vs 3Q 2022-23)

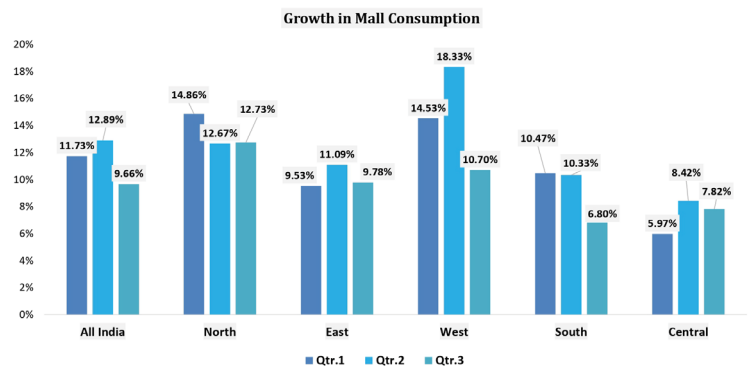


****Calculations are on the basis of Weighted Avg. Method

Quarterly Comparison:

Comparing growth rates across quarters, it's evident that while there have been fluctuations, overall trends indicate a positive trajectory in mall consumption, F & B sales, occupancy levels, and rental rates.

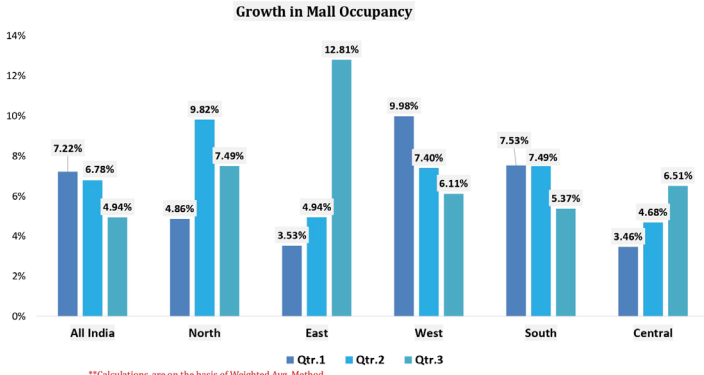
Comparison -Mall Consumption Growth (%)
(1st Quarter Vs 2nd Quarter Vs 3rd Quarter 2023-24)



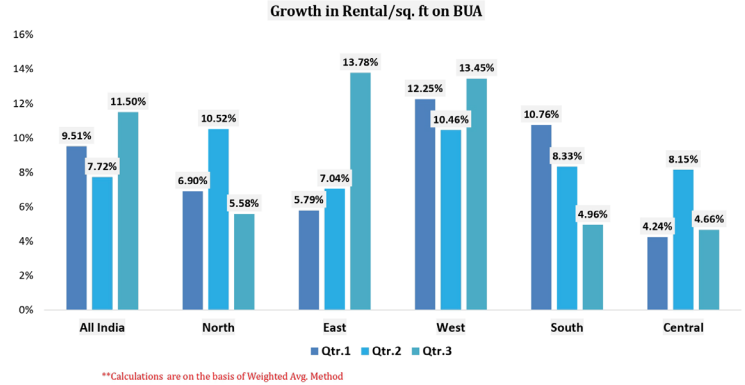
**Calculations are on the basis of Weighted Avg. Method



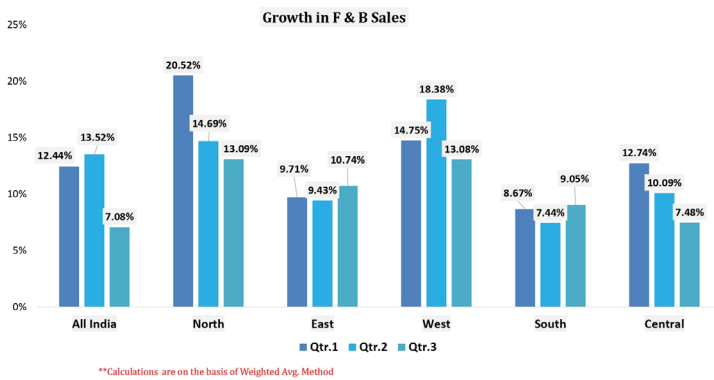
Mall Occupancy Growth (%)
(1st Quarter Vs 2nd Quarter Vs 3rd Quarter 2023-24)



Comparison-Rental Per Sq. ft on BUA Growth (%)
(1st Quarter Vs 2nd Quarter Vs 3rd Quarter 2023-24)



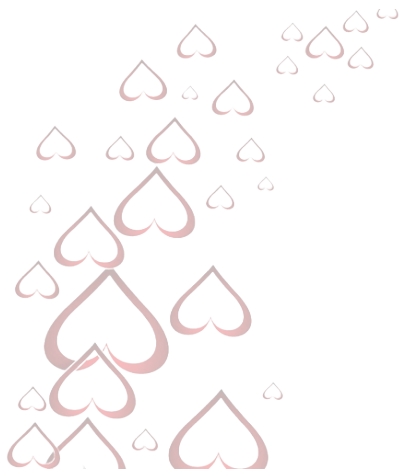
Comparison-F & B Sales Growth (%)
(1st Quarter Vs 2nd Quarter Vs 3rd Quarter 2023-24)

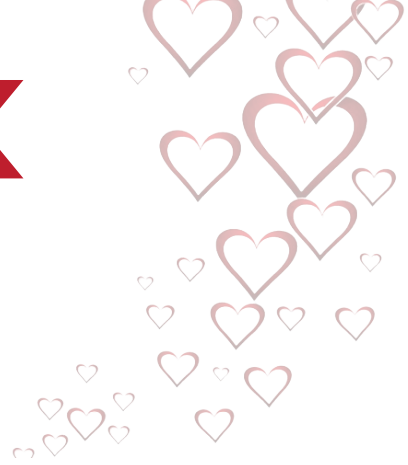


Conclusion:

The shopping mall business continues to evolve, with significant growth observed in key areas such as consumption, sales, occupancy, and rental rates. Regional disparities highlight opportunities for targeted strategies to optimize performance. Stakeholders must remain vigilant and adaptive to capitalize on emerging trends and navigate challenges effectively in this competitive landscape.

This analysis provides valuable insights for industry players, enabling them to make data-driven decisions and adapt their strategies to stay competitive in the ever-changing shopping mall business environment.





EXCLUSIVE CHAT



Towards The Future

In conversation with V. Muhammad Ali, who's the CEO of Forum Malls, Prestige Group to understand more about the depth of retail and what the future holds for retail here in India.



Ali, could you share how the role of malls has evolved in India?

Ali: Sure. Malls initially focused on convenience, bringing together various retail, dining, and entertainment options under one

roof. Over time, they transformed into entertainment centers, offering immersive experiences and cultural events. However, the pandemic disrupted this trend, leading to a shift towards malls as avenues for culture and immersive experiences.

Why do you think malls are focusing on sustainability now?

Ali: While sustainability measures like power wheeling and water recycling have been adopted, upcoming malls are being designed with sustainability at their core. This shift is driven by the need to create positive environments that enhance well-being and connect with nature, aligning with consumers' evolving preferences.

How do you see the collaboration between malls and brands shaping the future of retail?

Ali: Collaboration between malls and brands is essential for driving innovation and meeting evolving consumer demands. By sharing data and leveraging technology, malls and brands can gain valuable insights into consumer behavior and preferences. This collaboration enables them to tailor offerings, create personalized experiences, and optimize the retail environment to enhance customer satisfaction and drive growth in organized retail.

What does the future hold for malls in India?

Ali: With India's young and rapidly growing population, the future of malls is bright. Rising income levels and a focus on quality and premiumization will drive consumption. I anticipate continued growth and expansion for both malls and brands in India's retail landscape. In fact, driven by factors such as a young and growing population, rising disposable incomes, and changing consumer preferences the growth is inevitable. Malls will continue to evolve as multifaceted destinations, offering not just shopping but also entertainment, dining, and experiential activities. Embracing sustainability and technology will be key trends shaping the future of malls, ensuring they remain relevant and attractive to consumers in an increasingly competitive retail landscape.



WELLNESS



YOGA FOR HAPPINESS

By Has Mukh Adhia

There is no one in this world who does not want happiness. Happiness is a common pursuit of people of all countries and all faiths. The physical quality of life has improved substantially for most people. This has reduced human suffering. Despite so much comfort in life, happiness is eluding us. The reason for this is very simple. Our mind has become more restless than before. Happiness is a manifestation of joy of the self in a quiet mind. A restless mind cannot give us happiness.

The reason for wide acceptance of yoga all over the world is this. Yoga is a technique of making our mind quiet and balanced. All definitions of yoga point to the fact that yoga does indeed improve the quality of mind. The benefit of yoga to the body is only incidental or indirect. One who uses yoga only to make the body supple is like a person who uses a diamond to break a betel nut.

What is Yoga?

Yoga is not a religious practice. It is a scientific way of life. It encompasses in it all aspects of life – physical, mental, social and spiritual – that makes us happy. We need a healthy body and a focussed mind. Yoga makes that possible. We also need emotional satisfaction in social relationships and spiritual pursuits. Yoga tells us how to go about achieving this. Asana, physical postures; pranayama, breathing practices, and dhyana, meditation are only three out of eight parts of Raja Yoga. The other five are yama, what not to do; niyama, what to do daily; pratyahara, control of unlimited desires; dharana, focus, and samadhi, achieving final bliss. But apart from Raja Yoga, there are three other parts of yoga – Karma Yoga, how to handle our duties properly; Bhakti Yoga, how to develop trust in the justice system of God, and Jnana Yoga, how to get permanent bliss by understanding 'who I am'. Our mind can indeed be so quiet and full of bliss if we follow the scientific way of Integrated Yoga encompassing all these four types. Raja Yoga is also alternatively called Ashtanga Yoga, because it has eight parts in it. It is a technique of direct control of mind through daily practice. Asanas

are designed to reduce the flow of thoughts in our mind. Asana practice is quite different from other forms of physical exercises. Movement of body parts in asana has to be slow and rhythmical. Attempts should be made to stay longer in the final position of each asana. Also, the breathing coordination is a must in asana.

Mind is always full of too many diverse thoughts. We need to create some space in our mind to experience peace. That is where Raja Yoga helps. Mind and breathing have a direct connection. If we are angry, our breathing becomes faster. The other way round is also true. If we reduce the speed of breathing through pranayama, it helps us in regulating our mind. Dharana helps us in making our mind sharp and focussed. Dhyana gives us the ability to experience bliss by just being, without any thoughts and worries.

How does one meditate?

What is the objective of meditation? The attempt in meditation is to reduce the flow of thoughts in the mind. First of all, one should try to sit in one place every day with closed eyes, if possible, at the same time, for 15 minutes or half an hour or one hour without doing anything. In the beginning, a lot of diverse thoughts will keep coming. Let them come.

Just try to be a witness of those thoughts. With persistence, the flow of thoughts will get reduced. Then you can witness your breath or see with closed eyes, an image of Aum or God. One can adopt the practice of sitting in front of God, seeing the murti, image, with open eyes first, then recalling it with closed eyes. Focussing on a single object or thought may help us remove all other thoughts. The ultimate objective of meditation is to see Self as the ultimate truth, knowledge and bliss.

Most of our waking hours are spent on daily duties, either at the workplace or at home. Karma Yoga gives us the ability to discharge our worldly duties with perfection, without selfishness and without ego. It also teaches us how to accept the results of our efforts with equanimity and move on in life. If we learn how to convert karma, duties, into yoga like this, it gives us happiness. Bhakti Yoga, the path of devotion, makes us give up all worries.

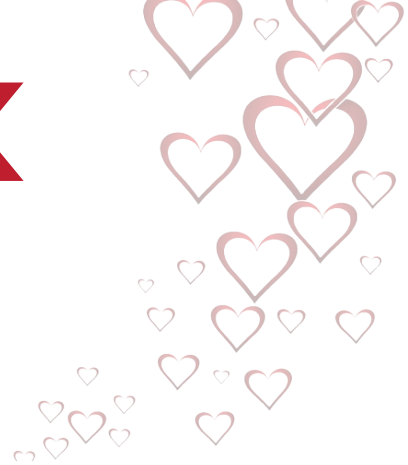
All of us are always busy lamenting over the past or thinking of future uncertainties. That creates constant worry, which does not allow us to experience life truly. If only we know the theory of how all results in our life are manifested only because of our present or past karma, we may have better acceptance of results. The universal order is so perfect that we never see oranges grow from apple seeds. So also, karma – karma phala connection is infallible.

Why worry about results then? Why not focus on one's karma only? Trust in the justice system of God makes us free from anxiety.

Jnana Yoga is the path of knowledge. Having achieved worldly ambitions in a scriptural way, one may get to the stage of seeking knowledge of 'who am I', 'what is this world', 'what is the truth about existence' and so on. By approaching a guru, we can understand how Brahmn, the Universal Consciousness, is right inside us, and the whole universe is also his glory. This knowledge, when internalised completely, liberates us from the world. It is a path of getting moksha, final salvation. Yoga is a tool to reach right up to this highest level of evolution.

■ **The author is former Finance Secretary of India, and non-executive Chairman of Bank of Baroda**





RESEARCH



Understanding Brand Presence: A Comprehensive Guide

Building a strong brand presence is essential for any business aiming to thrive in today's competitive market. It encompasses the online and offline footprint of your brand, as well as its awareness among your target audience. While the task may seem daunting, breaking it down into manageable components can help you establish and grow a robust brand presence effectively. In this guide, we'll delve into the main components and strategies for building brand presence across various channels.

Main Components of Brand Presence

Brand presence, often synonymous with brand awareness, encompasses several key elements that collectively define your brand's footprint in the market. These components include internal marketing, online presence, offline advertising, and broadcast advertising.

Let's explore each in detail:

- **Internal Marketing:** This involves defining your brand identity from within your organization. It includes crafting a compelling mission and vision statement, establishing core values, and developing a cohesive visual identity that reflects your brand's essence.

- **Online Presence:** Your digital footprint is crucial in today's digital age. It includes having a well-designed website, active engagement on social media platforms, effective search engine optimization (SEO) strategies, online advertising campaigns, email marketing, SMS marketing, and managing your brand's reputation through reviews and ratings.

- **Offline Advertising:** Despite the digital shift, traditional offline advertising still holds significance. This includes newspaper and print advertising, direct mail campaigns, billboard ads, vehicle wraps, and networking for referrals.

- **Broadcast Advertising:** Broadcasting mediums like television, radio, podcasts, and streaming services offer avenues to reach a broader audience. While perceived as costly, targeted approaches can make

these channels effective for increasing brand awareness.

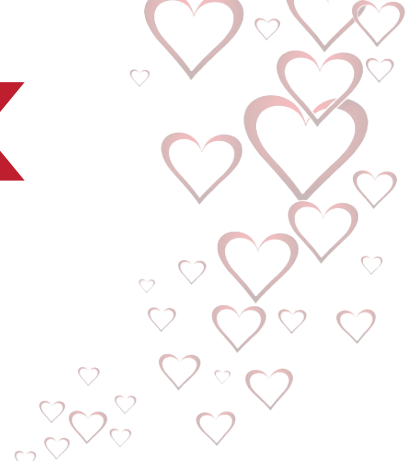
Strategies for Building Brand Presence

Now that we've outlined the main components of brand presence, let's explore actionable strategies to enhance your brand's visibility across these channels:

- **Define Your Brand:** Start by crafting a compelling mission and vision statement, along with core values that guide your brand's identity.
- **Establish Online Presence:** Create a user-friendly website, leverage SEO to improve search visibility, engage in online advertising, maintain an active presence on social media, utilize email and SMS marketing, and manage your brand's reputation through reviews and ratings.
- **Utilize Offline Advertising:** Invest in targeted offline advertising channels such as newspapers, direct mail, billboards, and vehicle wraps to reach local audiences effectively.
- **Leverage Broadcast Advertising:** Explore opportunities in television, radio, podcasts, and streaming services to cast a wider net and increase brand reach.

Building a strong brand presence is crucial for the success of any business. By understanding the main components and implementing strategic approaches across various channels, you can effectively establish and grow your brand's visibility and awareness. Whether it's through internal marketing efforts, online engagement, offline advertising, or broadcast mediums, a comprehensive approach will position your brand at the forefront of the competition.





EVENT WATCH



Republic Day Celebration

Ambience Mall, Gurgaon



Lulu Mall, Kochi



Prozone Mall, Aurangabad



MALL TALK

Lulu Mall, Lucknow



Pacific Mall, Dehradun



Pacific Premium Outlet, Jasola

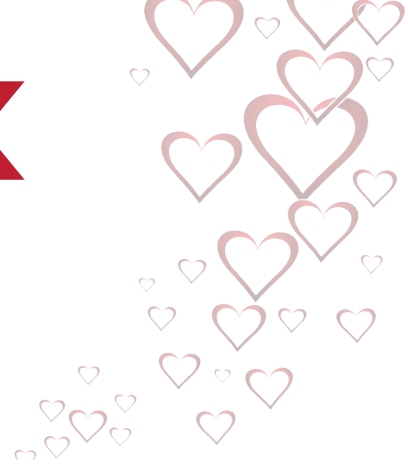


Y mall, Kerala



Infiniti Mall, Mumbai





INDUSTRY NEWS



Nexus Select looks to buy malls in Hyderabad for over Rs 1,000 cr

Nexus Select Trust, the retail division of the Blackstone Group, is set to acquire a portfolio of malls spanning 1 million sq. ft. in Hyderabad from L&T Metro at an estimated value of around ₹1,100 crore. The potential deal will comprise the E-Galleria mall in Moosarambagh, L&T Metro Mall in Punjagutta, and the Next Galleria Mall near IrrumManzil.

SaurabhBharara Appointed as VP & Business Head, DLF Luxury Malls.

DLF Luxury Malls, one of India's leading groups, has announced the appointment of SaurabhBharara, a veteran in hospitality, management, and entrepreneurship, as its Vice President and Business Head.

Manglam group to invest Rs 150 crore in a commercial project in Jaipur

Manglam Group is expected to register sales of Rs 200 crore by 2024 from this project. With 75% of the project area already booked, Manglam Signature Elite has received interest from both locals and investors from nearby cities.

Urban Square Mall brings Largest Bowling Alley to Udaipur

Urban Square Mall, the premium shopping and entertainment destination in Udaipur, welcomed

another global brand, LED Game Zone, with the 'Hey Dark' -themed bowling alley. With the addition of the 18th store of the chain, Urban Square Mall has solidified its status as the city's go-to entertainment hub. Hosting Udaipur's largest bowling alley with 4 lanes, Urban Square Mall has transformed into an unparalleled entertainment destination.

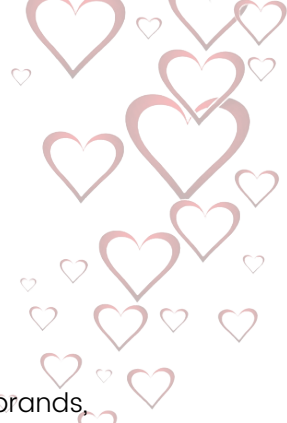
Phoenix Mills to add 5.1 million sq. ft. to office properties' portfolio in three years

The Phoenix Mills, retail-led mixed-use asset developer and operator, is strategically expanding its commercial offices portfolio with plans to incorporate assets spanning 5.1 million sq. ft. in proximity to its existing retail malls across five key cities in India over the next three years.

UAE-based Lulu Group readies to set up large shopping mall in Ahmedabad

UAE-based retailer LuLu Group is set to construct what it termed India's biggest shopping mall, in Ahmedabad, with an estimated cost of Rs.4,000 crore. The construction for the proposed shopping mall will start in 2024 itself.





The Great India Retail Summit 2024 by The Economic Times will be a convergence of aspirations, innovations, and visionary thinking. Spread across 2 dynamic days – 15th & 16th February at The Westin Mumbai Powai Lake, the summit promises a wealth of insights from distinguished speakers from every facet of the retail spectrum.

MDs, CEOs, and CXOs from FMCG, retail brands, e-commerce giants, D2C trailblazers, policymakers, industrialists, industry experts, and technology solution providers will participate in cutting-edge keynotes, insightful panel discussions, and exclusive fireside chats.

Register Now: <https://bit.ly/42rxUSY>



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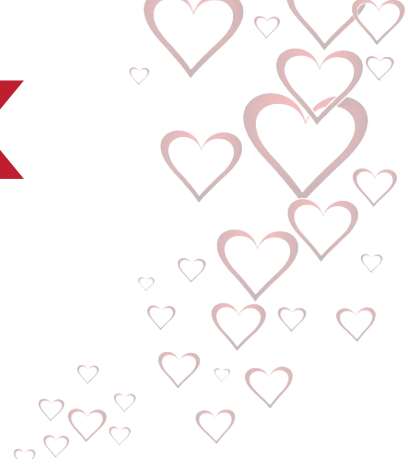


15th & 16th February 2024
The Westin Mumbai Powai Lake

Register Now

#ETRetailGIRS





LULU WEDDING UTSAV



Powered by LuLu Celebrate

The enchanting tale of LuLu Wedding Utsav 2024 unfolded as a symphony of love, celebration, and unbridled joy. The grand event inaugurated by gorgeous Malavika Menon who left an indelible mark on the hearts of attendees.

From mesmerizing band shows that set the rhythm of love to glamorous fashion shows showcasing the latest trends in bridal couture, the event was a spectacular showcase of wedding splendor.

Renowned personalities from various realms graced the occasion. Among them Pragyanara, Sona Oliakal, Nina Elsa, Arthana, Mamitha Biju, Shyam Mohan, Paris Laxmi, Haritha Balakrishnan, Aryan k, Remya Panickar were the show stoppers and they could add a touch of glamour and prestige to the festivities.

LuLu Wedding Utsav left no stone unturned, embracing every sector of the wedding panorama. It was a holistic experience, from delectable catering options to exquisite jewelry, stunning costumes, and breathtaking decor—every facet of a dream wedding was meticulously curated for the attendees.

The introduction of the new Collection, Navarasa, added a fresh and vibrant dimension to the Utsav. The collection, inspired by the nine emotions, took center stage, captivating hearts and redefining the norms of bridal aesthetics.

As the curtains closed on LuLu Wedding Utsav 2024, a resounding success echoed through the halls. The event was not just a celebration; it was a testament to the unity of love and the promise of eternal unions. Heartfelt gratitude to all who contributed to making this Utsav an unforgettable experience. Thank you for being a part of our journey!!!





WARM WELCOME



Warm Welcome to SCAI New Member- Redleaf Technologies Pvt. Ltd., Coimbatore

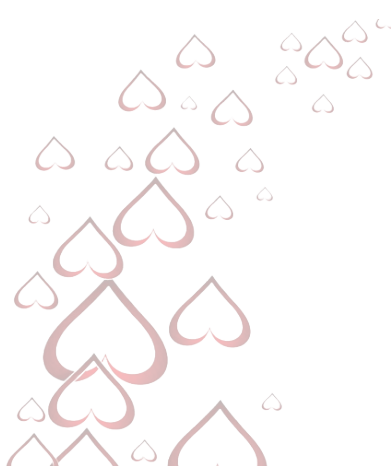


REDLEAF

Happily announcing the joining of Redleaf Technologies Pvt. Ltd. as a SCAI Member. A very warm welcome to them.

RedLeaf Technologies is a pioneering thought leader in geo-spatial technology space with a core mission in intelligent building management PaaS which empowers

CRE's to work efficiently and cut costs. Based on Geo-spatial platform ArcGIS Indoor it helps Malls to do business combining IoTGeoIBM& AI live monitoring and actionable ROI, security, tenant relationships.





SHOPPING CENTRES ASSOCIATION OF INDIA

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