

HAPPY
Women's
DAY



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We are thrilled to announce that our Art Explore season 2 (drawing competition) has been a great success with 750+ registrations over 500+ families came and took a part in this event.

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WARM WELCOME



Happily announcing the joining of Ashoka One Mall, Y junction, Kukatpally, Hyderabad as a SCAI Member. A very warm welcome to them. Ashoka One Mall, Y junction, Kukatpally, Hyderabad, designed by India's

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COO'S DESK



Anjeev Kumar Srivastava,
COO, SCAI

Amidst the vibrant celebrations of the colorful season, there's a noticeable buzz of business growth. As we enter the third month of the year, attention turns to sealing quarterly results and assessing the strides made by businesses. The year commenced on a promising note, particularly in the retail sector, which exhibits signs of maturity and a promising growth trajectory for the year ahead.

Recent reports highlight a significant evolution in shopping malls, with festive celebrations amplifying their allure. Increased foot traffic and a surge in brand presence within malls signify a positive trend for the ecosystem. Buoyed by bullish market projections, mall teams are empowered to devise innovative strategies aimed at enhancing customer experiences and strengthening their market presence.

What is heartening is that the market is expanding and it is so powerful that it gives the mall teams the power to churn out new strategies that are going to help the ecosystem strengthen its footprints and make the approaches more customer-ready.

These developments paint a promising picture for the future, and we eagerly anticipate further growth and success. Wishing a joyous Holi to all readers and their families!

Anjeev Kumar

RETAIL TALK



ELEVATE YOUR RETAIL BUSINESS WITH THESE PROMOTION IDEAS

In the dynamic landscape of retail, promotions serve as powerful tools to attract customers, drive sales, and enhance brand visibility. Whether you're a budding startup seeking to establish a foothold in the market or an established player aiming to reinvigorate your sales strategy, leveraging effective promotions can make a substantial difference in achieving your business objectives. In this comprehensive guide, we'll delve into 19 innovative promotion ideas spanning both online and in-store realms, each accompanied by real-life examples to illustrate their practical application and effectiveness.

Partner With Other Brands or Local Retailers

Strategic partnerships with other brands or local retailers can exponentially expand your reach, diversify your customer base, and introduce fresh perspectives to your marketing initiatives. By collaborating on shared promotional events, joint discounts, or co-branded products, you can create unique customer experiences that resonate with your target audience.

Example:

Thinx, an underwear brand, capitalized on the burgeoning demand for loungewear during the COVID-19 pandemic by partnering with stores like Urban Outfitters and Free People. This strategic move enabled Thinx to tap into new customer segments and amplify its brand presence through established retail channels.

Put Up Strategic Signage

Strategically placed signage both inside and outside your store serves as a potent tool to enhance visibility, attract foot traffic, and guide customer behavior. By crafting compelling signage that highlights promotions, showcases new arrivals, or communicates brand values, you can effectively capture the attention of passersby and entice them to explore your offerings.

Example:

Fiona's Fashions, a boutique clothing store, utilized a vibrant, eye-catching banner above its entryway to promote a seasonal sale. This strategic placement of signage effectively drew the attention of pedestrians and drove foot traffic into the store, resulting in increased sales and heightened brand visibility.

Create Engaging Product Displays (Visual Merchandising)

Well-designed product displays are instrumental in captivating customers' interest, showcasing your merchandise, and reinforcing your brand identity. Whether through captivating window displays or meticulously curated in-store arrangements, visually appealing product displays can significantly impact customer engagement and purchase decisions.

Example:

Tiffany & Co., renowned for its exquisite jewelry collections, excels in creating captivating window displays that convey its brand narrative and allure customers. An exemplary display featuring mousetraps and a mouse holding a diamond not only showcases a single item but also evokes curiosity and admiration, effectively enticing passersby to explore the store further.

Maximize Reach With Search Listings

In an era where consumers increasingly rely on online searches to discover retail stores and products, optimizing your search listings is paramount to ensuring visibility and driving foot traffic to your physical store. By creating and optimizing Google business listings, leveraging local SEO strategies, and soliciting user reviews, you can enhance your online presence and attract potential customers actively seeking your products or services.

Example:

A Google search for "swimwear near me" prominently displays three Google business listings above the web results, prioritizing businesses with robust local citations and positive user reviews. By optimizing their search listings, these retailers effectively capture the attention of prospective customers seeking swimwear in their vicinity.

Display Inventory on Google Search & Maps

Providing customers with real-time access to your in-store inventory through Google Search and Maps enhances convenience, streamlines the shopping experience, and drives both online and in-store sales. By leveraging Google's "See What's In Store" (SWIS) feature, you can showcase your available products directly within your business listing, enticing nearby customers to explore your offerings.

Example:

Salud's Green Thumb, a local plant nursery, leverages its Google business listing to showcase its diverse array of available plants. By displaying its inventory online, complete with detailed product information and pricing, Salud's Green Thumb effectively attracts gardening enthusiasts and drives foot traffic to its physical location.

Incentivize Repeat Customers With a Loyalty Program

Establishing a loyalty or rewards program incentivizes repeat purchases, fosters customer loyalty, and strengthens relationships with your clientele. By offering rewards, discounts, or exclusive perks to loyal customers, you can encourage repeat business, increase customer retention, and differentiate your brand in a competitive market landscape.

Example:

TapMango, a flexible loyalty software, empowers businesses to design gamified loyalty programs that engage customers and reinforce brand loyalty. By offering personalized rewards and incentives, TapMango enables retailers to cultivate long-term relationships with their clientele and drive sustained business growth.

Reach New Customers With Pop-ups & Roadshows

Collaborating with other retailers or local partners to host pop-up shops or roadshows at events, conventions, or festivals enables you to expose your brand to new audiences, drive incremental sales, and generate buzz around your offerings. By capitalizing on

large crowds and leveraging collaborative marketing efforts, pop-up events can serve as effective avenues for expanding your customer base and increasing brand awareness.

Example:

West Elm, a renowned home decor retailer, launched West Elm Local—a platform that allows local businesses to host pop-up shops in West Elm stores on weekends. By partnering with local artisans and brands, West Elm fosters community engagement, supports small businesses, and enhances its brand perception as a hub for creativity and craftsmanship.

Host In-store Events

In-store events offer a unique opportunity to drive foot traffic, increase sales, and foster meaningful connections with your customers. Whether through product launch parties, industry-specific workshops, or community-driven meetups, hosting in-store events allows you to engage with customers on a personal level, showcase your products, and create memorable experiences that resonate with your audience.

Example:

Gym+Coffee, an athleisure brand, regularly hosts in-store events such as aerobics classes, fundraisers, and yoga flows. By offering experiential events that align with its brand values and cater to its target demographic, Gym+Coffee strengthens its community ties and reinforces its brand identity as a lifestyle centric brand.

Send Out Direct Mailers

In a digital age dominated by email marketing, direct mailers offer a tangible and personalized marketing approach that can capture customers' attention and drive engagement. By sending promotional postcards, personalized letters, or targeted mailers to your customer base, you can effectively convey your brand message, showcase promotions, and drive both online and in-store traffic.

Example:

Bite Squad, an online restaurant delivery service, leveraged direct mailers to target customers who had not placed orders in the last two months. By offering a compelling incentive—a coupon code for a discount—Bite Squad successfully re-engaged dormant customers and drove incremental sales through targeted direct mail marketing.



Run Promotional Sales

Promotional sales offer an effective way to incentivize purchases, drive traffic, and increase conversion rates both online and in-store. Whether through percentage discounts, buy-one-get-one (BOGO) offers, or gift-with-purchase promotions, running promotional sales encourages impulse buys, fosters customer loyalty, and stimulates sales during targeted periods.

Example:

Papa John's Pizza frequently utilizes BOGO deals as part of its promotional strategy to drive sales and incentivize repeat purchases. By offering customers the opportunity to receive a free pizza with their order, Papa John's Pizza effectively increases transaction value, acquires new customers. By incorporating these promotion ideas into your retail strategy, you can attract more customers, increase sales, and build a loyal customer base for your business.



WELLNESS



YOGA FOR HOLISTIC WELLBEING

Yoga is a practice that has been around for many centuries. It is based on the idea that by working with our body and mind we can achieve inner peace and balance. By practicing yoga, you can improve your overall health and well-being.

Feeling overwhelmed by work demands? Targets, deadlines, meetings, and conflicting viewpoints can drain your mental and physical energy. Unchecked stress and anxiety can lead to burnout, hinder productivity, and even make you sick. But workplace wellness is a right for all, and yoga can be your secret weapon to combat these challenges and boost overall well-being and happiness. Yoga has been shown to be helpful for reducing stress, improving your mood, and increasing flexibility and strength.

Additionally, it has been found to help improve your breathing, circulation, and postural alignment. There are many benefits to yoga, both mental and physical.

Here are just a few:

1. Yoga can help improve your circulation.
 2. It can help reduce anxiety and stress levels.
 3. It can help you focus and concentrate better.
 4. It can help improve your flexibility and strength.
 5. It can help you relieve pain from various conditions, such as back pain, neck pain, arthritis, and menstrual cramps.
 6. It is an excellent way to connect with your body and mind, leading to a deeper sense of well-being.
- Yoga is a powerful tool that can be used to improve your physical and mental well-being. Yoga can have a positive influence on one's ability to reduce stress, increase focus, and embody confidence. At a workplace, all these things can lead to higher productivity, a more harmonious work environment, and an overall elevated sense of morale.



RETAIL INSIGHT



RETAIL MARKET TO DOUBLE IN SIZE TO REACH \$2 TRN IN 10 YEARS: BCG REPORT

The Indian retail market is expected to almost double its size to reach \$2 trillion in the coming decade, stated a report released by the Boston Consulting Group (BCG) and Retailers Association of India (RAI) on Wednesday.

The report, titled Unlocking the \$2 Tn retail opportunity in the next decade: An activist agenda, examines recent trends across sub-sectors, identifying the key themes shaping the future of retail in the country and their implications for retailers.

The market, valued between \$820 - \$840 billion in 2023, is expected to grow at 9-10 per cent in the coming decade. This pace of growth will be influenced by a steady growth in disposable incomes, a shift in spending on experiences and increased savings, and the return of store expansion momentum through small formats, said the report.

The report stated that organised retail in the country has consistently demonstrated faster growth, despite subdued performance in the recent quarters owing to potential headwinds.

While year-on-year growth is down 5-10 percentage points (Q3 FY 23-24 v/s Q3 FY 22-23), pointing towards potential short-term stress, "the industry participants continue to remain optimistic about the outlook and long-term structural tailwinds," the report said, while adding, "profitability at the same time has generally remained consistent and largely in line with global peers."

Apart from a steady growth in per capita income, the report also highlighted the shift to consumer spending on experiences. Between FY18 and FY23, while the goods sector recorded a compound annual growth rate of 8-9 per cent, the services sector grew faster – at a CAGR of 11-13 per cent.

Savings, too, have seen an increase. While contribution to SIPs has grown 28 per cent from 2021, there has been a 30 per cent increase in Demat accounts since December 2022 until December 2023, the report said.

Health insurance penetration also grew by 3 percentage points from FY21 to FY23, it added.

A steady growth on the supply side too, will continue to influence this growth opportunity. According to the report, store addition momentum has returned, indexed on small format stores. "Store expansions continue to happen and with increasing urbanisation, there is more consumption expected to happen in tier 1 to tier-4 cities," the report added.

Meanwhile, even as e-commerce continues to grow,

net new user addition has seen a slower pace in the year. While active users for the top 20 online retailers grew 38 per cent in 2019 and 55 per cent in 2020 – largely impacted by Covid-related mobility restrictions, 2023 saw only a 10 per cent increase in active users, the report said.

However, e-commerce is forecasted to grow 20-25 per cent in the coming years to command a 13-15 per cent share in the retail market by 2028.

"The retail sector offers very significant opportunities, but at the same time we see very significant variation in performance across retailers. The key to standing out and achieving success lies in retailers' commitment to sharpening their CVP and the delivery model, leveraging the transformative potential of AI and analytics, and aggressively managing costs," said Namit Puri, managing director and senior partner, BCG. The report identified five key considerations for retailers to drive growth in the coming decade, which include re-innovating business models, leverage Artificial Intelligence (AI) to provide a personalised experience to consumers, unlocking value chain efficiencies, leveraging partnerships to bolster revenue streams, and adapting localisation strategies to cater to a wider consumer base.

"As we stand at the cusp of a transformative retail era, it is crucial for Indian retailers to embrace the wave of constant innovation. By focusing on personalised customer experiences, exploring new collaborations, and leveraging AI for efficiency, we can propel India's retail industry towards unprecedented growth and global competitiveness," added Kumar Rajagopalan, Chief Executive Officer, Retailers Association of India (RAI).



PERSONALITY OF THE MONTH



RENDEZVOUS WITH MUKESH KUMAR



Managing Director & CEO, Quest Malls gives us some insights into business, what he holds closer to his heart, strategies, and growth plans.

Your accomplishments serve as a great source of inspiration. We're eager to delve into your background and explore the experiences that have shaped your journey to its current success.

It's been almost 35 years since I got my first job as a Management Trainee in one of the hotels in Chennai after graduating from Hotel Management school. Soon I moved to a startup company. It was an extremely risky proposition to get into a startup company just six months after your first job. It was a bold move but under the guidance of an excellent Boss, I got to learn many things which wouldn't have been possible in a well-established organization. Exposure to all departments of the resort at such early stage of the career really helped me during later part of my career. I was also fortunate to Head a mid-size Resort of 100 rooms at a young age of 25 years. Having worked for almost 25 years at different levels in hospitality including GM- Business Operations handling Projects, Sales & Marketing, Pre-Opening, Business Development and Finance handling multiple Resorts & Sales offices several Resorts, Vice President of a 5-star hotel in Mumbai I moved to Retail in 2010. During these 25 years I worked in many markets including Resort locations and Metros like Delhi, Mumbai, Kolkata, and Chennai.

My retail stint started with Vice president of Infiniti Mall with a very clear task of Opening, Marketing and Leasing a 1.2 million sq ft of Mall in Mumbai. Later on I was promoted to head the Mall vertical of the company as Chief Executive Officer to lead two its malls and develop new businesses.

Currently, I work as Managing Director & Chief Executive Officer of Quest Properties India Limited heading Quest Mall, Kolkata and other real estate businesses of the company. Quest mall was established as a luxury mall catering to the needs of the entire East Zone, North-Eastern states and neighboring countries. The mall is owned by RPSG group which owns CESC, Philips Carbon Black, Spencer's Retail, First Source and many other

businesses across the country. I was also very keen to work with industry and held various posts in industry specific trade bodies. Currently I head SCAI (Shopping Centres Association of India), a NPO (Non-Profit Organization) which has been set up with the vision to engage in and encourage the development of shopping Centre industry in India by equipping it with requisite knowledge base and operational skills, to enable it to assume its rightful place in the society, the economy, and the world.

I am a firm believer of Continuous Learning. I pay attention to details and believe in completing a task rather than just doing a job. My Sales team taught me how to be persistent to get your sales, my front-end team helped me in learning how to win a customer, my finance team taught me the minute details of finances and so on and so forth. It is never too late to learn something and there cannot be just a fixed guru or teacher to teach. You can learn from anyone any everyone. I always kept my eyes and ears open for new learnings. My learnings have been from my bosses, my professional colleagues at all levels at workplace, my trade friends, and personal friends.

What does the future of shopping malls in India look like? What trends that you see in this industry in the next 5 years and your message for Shopping centre Industry?

Over the past two decades and especially in the last 10-12 years Shopping Centre has had a tremendous growth in the country. It was totally non-existent until the turn of this century. Earlier the shopping was mainly limited to stand alone shops barring few departmental stores in few major cities. Shopping Centres came as a boon not only to the consumers but also to the brands. Almost 100 million sq ft of retail mall space has been constructed over the last two decades and in last two years alone 10 million sq ft of space has come up.

As India sets its ambitions to head towards a US\$5 trillion economy, the potential role of shopping centres in our nation's growth has to be emphasised. In addition to generating revenue for the economy, shopping centres also contribute to the development of the country's social infrastructure and give both foreign and native businesses a platform to access the Indian market. These centres serve as essential catalysts for India's economic change.

Developers have been very bullish about developing malls not only in Tier 1 and tier 2 cities but also moving to tier 3 & 4. In the next 18-24 months another 8-10 million sq ft of new mall space will be available to the brands.

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?

Availability of mall space per capita is still very low in the country. The industry is still at a nascent stage. It's a long way to go however, there is a clear shift in consumer behaviour wherever malls are present. Consumers have a clear preference towards the mall over the high street. Malls have a distinct advantage due to its unique positioning of everything under one roof right from shopping to dining to entertainment. Malls are not only considered to be a place to shop but it is also becoming a social space for people to meet friends and family and spend time together. The hygiene, safety and security provided by the malls are unmatched which drives many to the shopping malls.

What about the trends you are noticing in the industry owing to the customer behaviour changes? How do cultural and socio-economic factors influence consumer behaviour differently in eastern India compared to other regions?

Malls probably are the only public space where people from all strata of the society visit. It creates aspiration among consumers. It treats all its visitors equally without any discrimination. Consumers do not feel intimidated by the grandeur of the mall unlike many other public spaces. There is something for every segment of the society in almost all malls. This is one of the major strengths of the Shopping Centres in India. Various festivals being celebrated by the malls irrespective of the religious affinity highlights diversity of the culture. Festivals may change from region to region, but Malls take this an opportunity to showcase the rich heritage of the region and community at large.

Malls in Eastern part of the country behaves very similar to any other malls in the country. Festivals may differ from the state to state but there are lot of focus and commitment to show the uniqueness.

Young people are increasingly showrooming - trying things on in malls before buying them online. How can malls leverage their unique advantage to convert showrooming into sales and become the top choice for young shoppers?

The ecommerce has changed the dynamics of the entire retail business in the last few years. The comfort

and convenience provided by ecommerce platform cannot be matched by offline stores however, offline stores have their own advantages. One of the most distinct advantages is the experience provided by the offline stores. The touch and feel before buying a product can never be replaced. Indians as a community have a unique way of shopping unlike many other countries. It's mostly family shopping for occasions and you don't get that experience in online shopping. Research online and buy offline or vice versa will continue to take place. In few categories it maybe more but overall, it is not something which stores are really concerned about.

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

Shopping malls go through changes as per the demography and catchment. Aspiration level of consumers keep going up. It is very important to keep pace with it and bring freshness as and when it is due. Malls continue to stress about flexibility to have changes in the tenant mix and category mix in the overall scheme of development. Omni-channel is another strategy which many malls have adopted. Click and collect have also gained ground in the past few years. Consumers are expecting to have more and more F&B and hang out spaces which malls have started catering to. As a mentioned earlier, Malls are not just a place for shopping and dining it is also a place for people to hangout.

Marketing is often touted as the cornerstone of a thriving business. Do you subscribe to this notion? And in the realm of shopping malls, where does the marketing pendulum swing? Are traditional methods still king, or have the tides turned towards the new-age digital wave?

Marketing continues to remain an important tool to let people know what you are doing in your business place. Medium may change but fundamental still remains the same. You need to create touch points and keep interest alive on your offerings. Earlier Outdoor media and Print media used to be major tools however, over the past few years Social and Digital media have gained lot of ground. Companies are investing heavily on digital media to reach out to their audiences. Influencer marketing is a recent phenomenon but turning out to be a very important medium to reach out to your target group.

What is the best and worst part of being a Group CEO?

Happy customers (internal & external) and best ROI to your business partners and stake holders can make any CEO happy and I am no exception to it. All our energies are generally channelized to achieve that goal. It's easier said than done. It's a journey that continues. You do get roadblocks and challenges but as a CEO it is important to understand those dynamics and not get overwhelmed by tough situations. At the end of the day, we are dealing with people and there are emotions, sentiments, skills, experience etc. involved. They all play a very important role in the success of any organization. I have always maintained that a happy and empowered employee can deliver more. Empowerment can only come if you are able to train employees in what is expected out of them and their own role in the organization. Monitoring, auditing, and reviewing of performances whether it is at business level or employee level can never go out of fashion.

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

Each company has its short own short term and long goals. Our immediate goal is to get more luxury brands in the mall. The process started almost 2-3 years ago and it's progressing in the right direction. There have been certain delays but the vision the company has will be achieved in due course of time. Our 2nd immediate task is to renovate the key areas of the mall and give a complete face lift. An international architect was appointed last year to give the mall a completely new look and renovate entire food court and other F&B areas. Designs have been frozen, and we are very close to starting the work in the next few weeks. Hopefully, by the end of this year Mall would have completed most of the work and consumers will get better visual as well as on ground experience.

On long term goals front - Company has few large land parcels in and around Kolkata which will be taken up for development. It's going to be a mixed-use development and Retail will be a very important part of that development. Besides that, few other markets are also being evaluated for development of Malls.

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

I have always believed in working with people and investing my energy in training and empowering them. It's very important to have employees who are very clear about their roles in the organization irrespective

of their designation. They have to have the belief that they are an integral and important part of a large eco system. Clearly defined KRA's, written down SOPs for department, regular training program, transparent Rewards and Recognition system and robust appraisal system are some of the established practices which I use extensively and encourage team to follow the same. I firmly believe that any employee who has joined the company would like to give his/her best in most of the cases and it is important for the company and most importantly his/her immediate supervisor to recognise this fact. Empowerment is a culture which I always like to develop but to achieve this company needs to impart training so that employees acquire necessary skills and experience to take decisions.

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

I have always treated obstacles as challenges. Each company has its own culture, and it is very important to recognise that. If the current system and set of people are delivering results as per the expectations, I don't see any need to change it entirely. One could work on improving it further with clear recognition of the fact that existing system and people delivering through that system has done well so far. There is no end to further Improvement and that comes from the belief of "Continuous Learning" which I pay lot of emphasis on. Another strong belief is about regular communication to all stake holders about the progress being made at each level. It's important to communicate good and bad both to have sense of involvement from each and everyone.

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

Success is a journey and not the end. You can celebrate small wins with your team to have the sense of achievement. You have to get the process right to have that feeling however, motivated employees and satisfied customers can delight you. Three very important factors which have always worked for me.

1. Number one and most important one is to empower employees especially those working in the front line. They are with the customers all the time and they give you right feedback which will help you taking right decisions to keep your customers happy.
2. Build a transparent organization where all stake holders feel that they are part of the entire eco system.

3. Set realistic goals, provide resources to achieve those goals, let people know that it is being monitored and reward them when it is achieved. Create a system to audit business and employee performances and don't hesitate to review the goals if it is not delivering on expected lines.

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

During my initial years it was all about work however, over a period I have been able to strike a good balance between personal and professional life most of the time. I think as a professional we tend to compromise on our personal commitments and give more importance to the professional life. Way back I had read one saying from a management guru. Priority should be your health; 2nd should be your family and if these are good if you will be able to focus on your professional commitments. I still try to standby it.

What hobbies or sports are you involved with outside of work?

Outside of work, it is mostly traveling, taking short holidays with friends & family, meeting with friends over a meal etc. I wasn't too much into sports during most part of my professional career, however I have started taking lessons in Golf. I never realized this could help so much in reducing stress.

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

During my initial days of professional career, I was very impressed with the working style of my Resort General Manager, Mr. Arthur Mortimer. Most of my initial management learning was from him. One felt so motivated working with him. I don't think he ever did anything wrong as far as employee motivation is concerned. His one word could motivate the entire team. I have also learnt immensely from my close friends and professional colleagues at personal and professional level both. Mr. Ratan Tata continues to inspire me. His humility, his achievement, his sense of purpose can inspire anyone. He could be a role model for anyone.



BUSINESS INSIGHT



NEW & EMERGING

Promoting desserts can present a challenge. While guests adore them and they bring in considerable profits, persuading customers to indulge in the additional time, expense, or calories can be tricky.

One approach gaining traction is transforming desserts into drinkable delights.

With a surge in beverage consumption, especially during the growing afternoon daypart, consumers are gravitating towards fast, customizable, and satisfying menu options. Responding to this trend, restaurant companies of all sizes are introducing a variety of drinkable desserts.

Guard and Grace, a steakhouse under the TAG Restaurant Group, recently expanded its dessert menu to include a cocktail list. According to Jake Pike, the restaurant's "bar liaison," these dessert cocktails are becoming popular either as a complement to desserts or as standalone sweet libations, especially after a hearty meal.

Similarly, Bill Brillinger at the Betty in Atlanta crafted the Café du Monde cocktail, a unique twist on the Espresso Martini, paying homage to the renowned New Orleans establishment known for beignets and café au lait. Other inventive concoctions like the Chocolate Banana old fashioned and the Creamsicle Milk Punch are also

delighting patrons with their rich flavors and playful presentations.

Twisted Root Burger, based in Dallas, offers a monthly rotating shake menu alongside its regular offerings, featuring indulgent flavors like gingerbread cake and red velvet, often complementing seasonal burger specials.

Taco Bell is experimenting with frozen coffee drinks and shakes, recognizing the increasing popularity of frozen beverages, especially among younger consumers.

In addition, Freddy's Frozen Custard and Steakburgers offers limited time shakes like the Oreo Cookie Peppermint Shake to drive excitement and traffic to its locations.

IHOP and Jack in the Box are also leveraging consumer feedback and social media trends to develop innovative beverage options that satisfy cravings and enhance the overall dining experience. In a landscape where sweet treats contribute not only to sales but also to brand loyalty, these drinkable desserts are proving to be a lucrative addition to restaurant menus, catering to customers' desires for convenience, novelty, and indulgence.



MARKETING BYTES



BUILDING CRM

The Customer Relationship Management (CRM) process encompasses the strategies and actions businesses undertake to enhance their interactions and relationships with leads, prospects, and customers. A CRM system serves as a valuable tool in this process, facilitating streamlined operations and more efficient customer engagements. This article outlines six essential steps for establishing a CRM process and delves into the roles of sales, marketing, and support teams within this cycle.

Defining the CRM Process

A CRM process involves a series of steps aimed at fostering personalized and meaningful interactions with customers across various stages of the customer journey. The ultimate objective is to enhance sales, marketing, customer service, and product development initiatives. Modern businesses often leverage CRM systems to manage sales leads effectively and provide the necessary tools for nurturing leads into loyal customers.

The Six Steps in the CRM Process:

- **Generating Brand Awareness:** This initial step focuses on creating awareness about the company's products and services through diverse marketing channels, such as social media and advertisements. The marketing team conducts thorough research on the target audience's demographics, purchasing behaviour, interests, and preferences. By developing customer personas, the team segments the audience and tailors marketing campaigns, accordingly, ensuring messages resonate with the customer base.
- **Acquiring Leads:** Following brand awareness efforts, the next step involves lead generation. Sales and marketing teams engage with potential customers through various communication channels, encouraging them to subscribe to newsletters or provide contact information. CRM platforms offer lead generation and enrichment tools to streamline this process, facilitating personalized prospect outreach.
- **Converting Leads Into Customers:** Once prospects have been captured, the focus shifts to converting them into paying customers. Content marketing and marketing automation play crucial roles in nurturing leads through the buying process. The CRM analyzes interactions with marketing activities, enabling the

sales team to gauge lead interest and build trust until a purchase decision is made.

- **Providing Exceptional Customer Service:**

Customer service is integral to the CRM process, as it involves addressing customer inquiries, resolving issues, and ensuring a positive experience. The support team utilizes CRM tools to manage customer interactions efficiently, track service requests, and provide timely assistance, fostering long-term customer satisfaction and loyalty.

- **Retaining Customers:** Retaining existing customers is essential for business growth. CRM systems help in identifying at-risk customers, understanding their needs, and implementing strategies to enhance retention. By analyzing customer data and behaviour, businesses can personalize offers, provide proactive support, and cultivate strong relationships to prevent churn.

- **Gathering Feedback and Iterating:** Continuously gathering feedback from customers is crucial for improving products, services, and overall customer experience. CRM systems enable businesses to collect and analyze feedback effectively, identify areas for improvement, and iterate on strategies to better meet customer needs and expectations.

Throughout the CRM process, the sales, marketing, and support teams collaborate closely to ensure seamless customer interactions and achieve optimal outcomes. Sales teams focus on lead management, conversion, and revenue generation, while marketing teams drive brand awareness, lead generation, and customer engagement initiatives. Support teams play a vital role in delivering exceptional customer service, addressing inquiries, and resolving issues promptly, thereby enhancing overall customer satisfaction and retention. In conclusion, a well-defined CRM process, supported by effective collaboration among sales, marketing, and support teams, is instrumental in cultivating strong customer relationships, driving business growth, and fostering long-term success.



BRAND BUILDING



A store window display serves as a powerful tool in your merchandising strategy, attracting new and existing customers, showcasing products, and enhancing your brand image. Crafting a captivating display is essential for driving sales and establishing a strong retail presence. Here's a comprehensive guide to help you design a retail window display that leaves a lasting impression.

Planning Your Store Window Display

- **Know Your Target Audience:** Tailor your display to appeal to your specific customer demographic, aligning with their interests and preferences.
- **Stay on Brand:** Ensure your display reflects your brand identity and messaging consistently.
- **Stick to a Story or Theme:** Create a cohesive narrative or theme for your display to engage viewers and convey a clear message.
- **Take Inspiration From Others:** Explore competitor displays and seasonal trends for inspiration and insights.
- **Consider the Season:** Adapt your display to seasonal themes and trends to remain relevant and timely.
- **Invest in Versatile Props:** Select props and accessories that can be used across different displays for versatility and cost-effectiveness. Assembling Your Store Window Display
- **Evoke Emotions With Colour:** Choose a colour palette that elicits specific emotional responses and conveys your desired message.
- **Keep It Simple:** Avoid clutter and maintain a clean, organized display to ensure the focus remains on your products.
- **Position Your Focal Point:** Direct attention to key products or elements by strategically placing them within the display.
- **Use Adequate Lighting:** Illuminate your display effectively to highlight products and create visual impact.
- **Limit the Number of Highlighted Products:** Avoid overwhelming viewers by showcasing a select few products rather than overcrowding the display.
- **Incorporate Interactive Elements:** Engage viewers with interactive elements or displays that encourage participation.

- **Build Out Your Display by Creating Depth:** Add depth and dimension to your display with layers, props, and varying heights.
- **Go Digital:** Integrate digital elements such as screens or projections for dynamic and interactive displays.
- **Incorporate Mobile Display Elements:** Consider incorporating mobile devices or QR codes to provide additional product information or promotions.

Optimizing & Updating Your Store Window Displays

- **Change Your Displays Frequently:** Keep your displays fresh and relevant by updating them regularly, particularly for seasonal and holiday themes.
- **Commission an Artist:** Collaborate with local artists to create unique and eye-catching displays that stand out.
- **Compete With Your Neighbours:** Stay competitive by observing and adapting to neighbouring store displays and trends.
- **Change Things Up With Window Decals:** Experiment with window decals or graphics for a cost-effective and customizable display solution.
- **Think Outside the Window:** Extend your display beyond the window by utilizing storefront signage or sidewalk displays to attract attention.
- **Continually Analyze Performance:** Monitor foot traffic and customer engagement to evaluate the effectiveness of your displays and make informed adjustments.

By following these tips and incorporating creative elements into your store window displays, you can effectively captivate your audience, drive foot traffic, and ultimately boost sales for your retail business.



INDUSTRY NEWS

NEWS

METRO JUNCTION MALL DRAWING COMPETITION / ARTXPLORE SEASON 2

We are thrilled to announce that our Art Explore season 2 (drawing competition) has been a great success with 750+ registrations over 500+ families came and took a part in this event.



We distributed 50+ prizes across categories and participation certificate was given to all participants.

Compared to season one, we achieved double the registrations and 25% growth in sales for the day which is remarkable.



“TIBETAN TRAILS- PACIFIC DOON LOSAR UTSAV” (LOSAR ALSO KNOWN AS TIBETAN NEW YEAR) CONDUCTED AT PACIFIC MALL DEHRADUN FROM FEB 16-18,2024.

The recently concluded Losar celebrations at Pacific Mall in Dehradun brought a burst of cultural vibrancy and festivity to the heart of the city. Losar, the Tibetan New Year, is a time of joy, reflection, and celebration for the Tibetan community and enthusiasts worldwide. This year's festivities at Pacific Mall were marked by a rich tapestry of traditional elements and modern expressions, creating an immersive experience for attendees, and giving mall visitors an insight into the vibrant Tibetan Culture.

The mall was adorned with traditional Tibetan flags, their vibrant colours fluttering in the gentle breeze, symbolizing good fortune, prosperity, and the spirit of renewal that Losar embodies. As visitors entered the mall, they were greeted by the sights and sounds of Tibetan culture, which permeated every corner of the space.

One of the highlights of the celebration was the array of Tibetan food counters offering a tantalizing selection of culinary delights. From savoury momos to aromatic thukpa, laphing and sweet treats like khapse, the aroma of authentic Tibetan cuisine filled the air, enticing mallgoers to indulge in a gastronomic journey.

Adjacent to the food counters was a Tibetan Gifts and Souvenirs shop, where visitors could explore a diverse range of traditional crafts, artifacts, and keepsakes. From intricately designed prayer flags to handcrafted jewelry and beautifully woven textiles, the shop offered a glimpse into Tibet's rich cultural heritage, allowing attendees to take home a piece of the festivities.

MALL TALK

The festivities also featured a captivating parade showcasing traditional attire, with participants donning colorful robes, intricate headdresses, and ornate jewelry, adding a splash of elegance and tradition to the celebration. The parade weaved through the mall, captivating audiences with its graceful movements and vibrant displays.

Complementing the visual spectacle was a musical performance that resonated with the rhythms and melodies of Tibetan culture. From soul-stirring chants to lively folk tunes, the music filled the air, infusing the atmosphere with energy and emotion, and inviting attendees to join in the celebration.

Adding depth to the cultural experience was a captivating photo exhibition depicting the life and journey of the 14th Dalai Lama. Through a series of photographs, the exhibition offered insights into His Holiness's teachings, humanitarian efforts, and profound impact on the world, inspiring reflection and admiration among visitors.

In essence, the Losar celebrations at Pacific Mall in Dehradun were a testament to the enduring spirit of Tibetan culture and its ability to captivate and inspire people from all walks of life. Through a harmonious blend of tradition and modernity, the festivities brought communities together, fostering a sense of unity, appreciation, and cultural exchange that will resonate long after the celebration concludes. The unique celebrations attracted a substantial number of footfall during all the 3 days of the fest with instances of repeat visits by the patrons.



EVENT WATCH



GIRS2024: OVERVIEW

As the retail industry continues to evolve, the intersection of technology and consumer trends promises to shape the future of shopping experiences, paving way for innovation, efficiency, and enhanced customer satisfaction.

Mumbai: Industry leaders convened at the Great India Retail Summit 2024 on February 15 in Mumbai dissected the relationship between technology, consumer behavior, and the evolving retail landscape. In a dynamic panel discussion titled 'How Technology and Consumer Trends Are Shaping Retail,' MDs and CEOs delved into key insights driving the industry forward.

Mukesh Kumar, MD and CEO, Quest Properties and Chairperson of the Shopping Centre Association of

India (SCAI), emphasized the multifaceted role of technology. "If we put it in three baskets, technology involves one retailers, second customers and the mall management," Kumar articulated, highlighting the diverse applications of technology across the retail landscape.

Tushar Ved, president, Apparel Group, shed light on the game-changing implementation of RFID technology within their operations. "The RFID tags are able to scan and detect where the product is, how many sizes and colors are available," Ved explained, underscoring the efficiency and accuracy brought about by technological integration.

Customer-centric strategies took center stage, with leaders like the MD and CEO of Lacoste India emphasizing the importance of customer delight. Sanjeev Rao, CEO of Being Human Clothing, echoed this sentiment, stating, "The biggest discoveries happen on the phone," emphasizing the pivotal role of mobile technology in engaging consumers. For Deepak Aggarwal, CEO, Kazo, innovation emerged as a driving force. "We at Kazo are focusing on innovation." Our idea is 'From the mind, to the store,' Aggarwal stated, outlining the brand's commitment to translating creative ideas into retail experiences. Understanding consumer behaviour emerged as a recurring theme, with executives like Trehan IRIS, ED, advocating for a deeper understanding of consumer preferences and patterns.

Rajneesh Mahajan, CEO, Inorbit Malls focusing on AI technology, says "We have been running an AI layer on the camera feed, this has helped us in understanding our customer profile and demographics better, enabling our decision making and providing authentic data."



Aditya Priyadarshan, MD and Lead of Retail, Accenture India, provided valuable insights into the transformative power of technology, highlighting its threefold role: enhancing customer experience, bridging online and offline realms, and optimizing operational efficiency. "Technology is like hygiene," Priyadarshan remarked, emphasizing its indispensable nature in the modern retail landscape.



Customer-centric strategies took center stage, with leaders like the MD and CEO of Lacoste India

emphasizing the importance of customer delight. Sanjeev Rao, CEO of Being Human Clothing, echoed this sentiment, stating, "The biggest discoveries happen on the phone," emphasizing the pivotal role of mobile technology in engaging consumers. For Deepak Aggarwal, CEO, Kazo, innovation emerged as a driving force. "We at Kazo are focusing on innovation." Our idea is 'From the mind, to the store,' Aggarwal stated, outlining the brand's commitment to translating creative ideas into retail experiences. Understanding consumer behaviour emerged as a recurring theme, with executives like Trehan IRIS, ED, advocating for a deeper understanding of consumer preferences and patterns.

As the retail industry continues to evolve, the intersection of technology and consumer trends promises to shape the future of shopping experiences, paving way for innovation, efficiency, and enhanced customer satisfaction. The event witnessed an impressive lineup of over 200 distinguished speakers. Esteemed figures such as Samir K Modi, MD of Modi Enterprises; Mohit Malhotra, CEO of Dabur India; Zorawar Kalra, MD of Massive Restaurants; Brian Bade, CEO of Reliance Digital; Riyaz Amlani, founder & MD of Impressario Entertainment & Hospitality; Manish Sharma, chairman of Panasonic India and South Asia; and Sanjeet Mehta, ED of Indonesia, MENA & India (Disney Consumer Products), The Walt Disney Company, graced the occasion. During his keynote, Malhotra from Dabur emphasized, "Key drivers shaping India include growing affluence, demographic dividend, emergence of Bharat, and proliferation of technology." Bringing a perspective from the food retail industry, Zorawar Kalra, MD of Massive Restaurants, opined, "There's no better way to promote culture than through food."

Prakash Patel, MD of Bhumi World, highlighted the vision and future of malls in India, stating, "We have opened malls where there is a catchment, and consumers have purchasing power."

Jatin Goel, ED of Omaxe, shared the brand's future plans for India, announcing the launch of 10 million square feet of organized space over the next 4 years. "We prioritize customer-centric development while sticking to the basics," he added.

PERSONALISATION

Central to the discussions was the rising trend of personalization in offline retail, the pivotal role of technology, and the evolving landscape of data-driven retail economics. Rajesh Chopra, senior VP and head of data and services for South Asia at Mastercard, stressed, "The Indian economy thrives on resilience and personalization."

Arthy Sankaran, principal solution engineer for digital experience at Salesforce, envisioned a future dominated by experience, reality, and community hubs, reflecting evolving consumer preferences. Seema Ramchandra, head of customer engineering for retail & CPG at Google Cloud, underscored the transformative potential of AI across the value chain of consumer goods and e-commerce.

Atma Gunupadi, senior VP and global head of consumer success, services, and support at MoEngage, highlighted the challenges brands face in data collection, particularly in offline touchpoints.

Aakrit Vaish, co-founder and CEO of Haptik, emphasized the critical role of AI in online experiences, especially in creating seamless shopping journeys.

Shashank Kumar, MD and co-founder of Razorpay, shared success strategies for Direct-to-Consumer (D2C) brands, stressing the importance of hyperlocalization in customer acquisition. Sonakshi Nathani, co-founder and CEO of Bik.ai, emphasized the mandate for personalized experiences in retail, stating,



"Personalization is no longer an option; it's a necessity for all retailers."

Offering a consumer-centric perspective, Deepti Bhaduria, chief strategy officer at Hive Minds, noted the evolving user journey, which increasingly involves discovering in-store and purchasing online, creating a complex web of touchpoints. Mani Bhushan, CBO of Ekart, highlighted the ever-demanding nature of consumers, emphasizing the importance of omnichannel retailing.

In an insightful panel discussion on leveraging predictive retail insights for navigating the future of stores, Ankita Thakur, co-founder and CDO of GeoIQ, emphasized the importance of understanding location-based sales parameters.

For Dhruva Kapoor, MD of Kingsmen India, the future of retail lies in experimental design and construction. Discussing the future of stores, Aditya Priyadarshan, MD and lead- retail at Accenture, commented on the imperative for stores to provide top- tier customer experiences, seamless convergence of online and offline retail, and enhanced operations and productivity. Aman Trehan, ED of Trehan IRIS, emphasized the company's focus on understanding customer behavior to tap into future audiences.

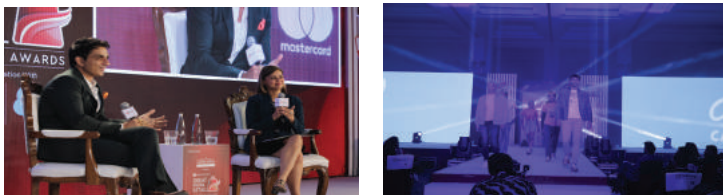
MALL TALK

Additionally, celebrity entrepreneurs including Sonakshi Sinha, actor and co-founder of Soezi; Kajal Agarwal, actor and investor in The Ayurveda



Overall, the event successfully delivered a wealth of retail intelligence, coupled with workshops led by industry trailblazers. Following the 2-day conference, fashion retailer Being Human hosted a power-packed fashion show, showcasing the brand's exclusive collection.

The event was supported by Bhumi World, Mastercard, Salesforce, Google Cloud, Emiza Supply Chain, Moengage, Kingsmen India, Accenture, Being Human, Comida Technologies (BIK), DLF, eKart Logistics, Felix Plaza, GeolQ, Haptik, Hive Minds, Omaxe, Razorpay, Trehan IRIS, ETP International, Senco Gold, Intellect Design (6DX), TRI3D- Alphabek, Amazon Shipping, Innovative Retail Concepts, Brand Studio Lifestyle, Cantabil, eComVA, H&S, Linkeye, Netcore, Redleaf Technologies, Simtech Solutions, SingleInterface, Wow Momo, and Zoho.



Company (T.A.C); Sonu Sood, actor and entrepreneur; Ashish Chanchalani and Sushant Divgikr shared invaluable insights into the retail sector and personal branding.



PATNA STILL CAN HAVE SIX MORE MALLS, SAID PRAKASH JHA, INDIAN FILM PRODUCER, ACTOR, AND FOUNDER P&M MALL

"The mall in Dhanbad spans across 6 lakh sq. ft. and has a six-screen cinema along with the retail brands. It is a mixed-used property and we will soon be opening a Radisson hotel over there," he said.

In 2005, my journey in retail began with the idea of opening up a multiplex – PJP Cinemas, because, for a long time, Bihar didn't have multiplexes. We started building it 17 years ago and we have been running PJP Cinemas successfully for the past 14 years now and so from there on, it took the shape of a mall – P&M Mall, said Prakash Jha, Indian film producer, actor, and founder P&M Mall and PJP Cinemas.

The mall, which spreads across a 2.5 lakh sq. ft. area, houses cinema, banquets, restaurants, food court, and retail brands. It also has a 30-room hotel, which is run by Clarks Inn.

P&M Mall, the first mall in Patna, was opened in April 2011. At present, P&M Infra operates 5 malls in cities like Patna, Jamshedpur, Hajipur, Dhanbad, Muzaffarpur, and Cuttack.

"The mall in Dhanbad spans across 6 lakh sqft and has a six-screen cinema along with the retail brands. It is a mixed-used property and we will soon be opening a Radisson hotel over there," he said at Great India Retail Summit 2024

"We are building another mall in Darbhanga," he further added.

He said that Bihar and Jharkhand are still his basic hunting grounds

"Patna still can have six more malls as the consumers residing in Patna have the purchasing power," he asserted.

Highlighting how his multiplex chain is different from that of other players, he said, "For me, going to the cinema is not just like sitting and watching a film in a matchbox. It is an experience. So, the entire look and feel, ambiance, and paintings in my multiplex are inspired by world cinema."

Although my cinemas are operated by Cinepolis, the property is completely built, managed, and physically operated by us," he further added.



MALL TALK

WARM WELCOME



WARM WELCOME TO SCAI NEW MEMBER – ASHOKA ONE MALL

Happily announcing the joining of Ashoka One Mall, Y junction, Kukatpally, Hyderabad as a SCAI Member. A very warm welcome to them.

Ashoka One Mall, Y junction, Kukatpally, Hyderabad, designed by India's most renowned architect Hafeez Contractor, redefines the concept and experience of a shopping mall. With a BUA of 3 lac sq. ft. has 5 screen

multiplex and a potpourri of splendid signage, enchanting exteriors, imposing entrance, classy lobby décor, attractive landscaping and easy freeway access make it an epitome of aesthetic excellence.

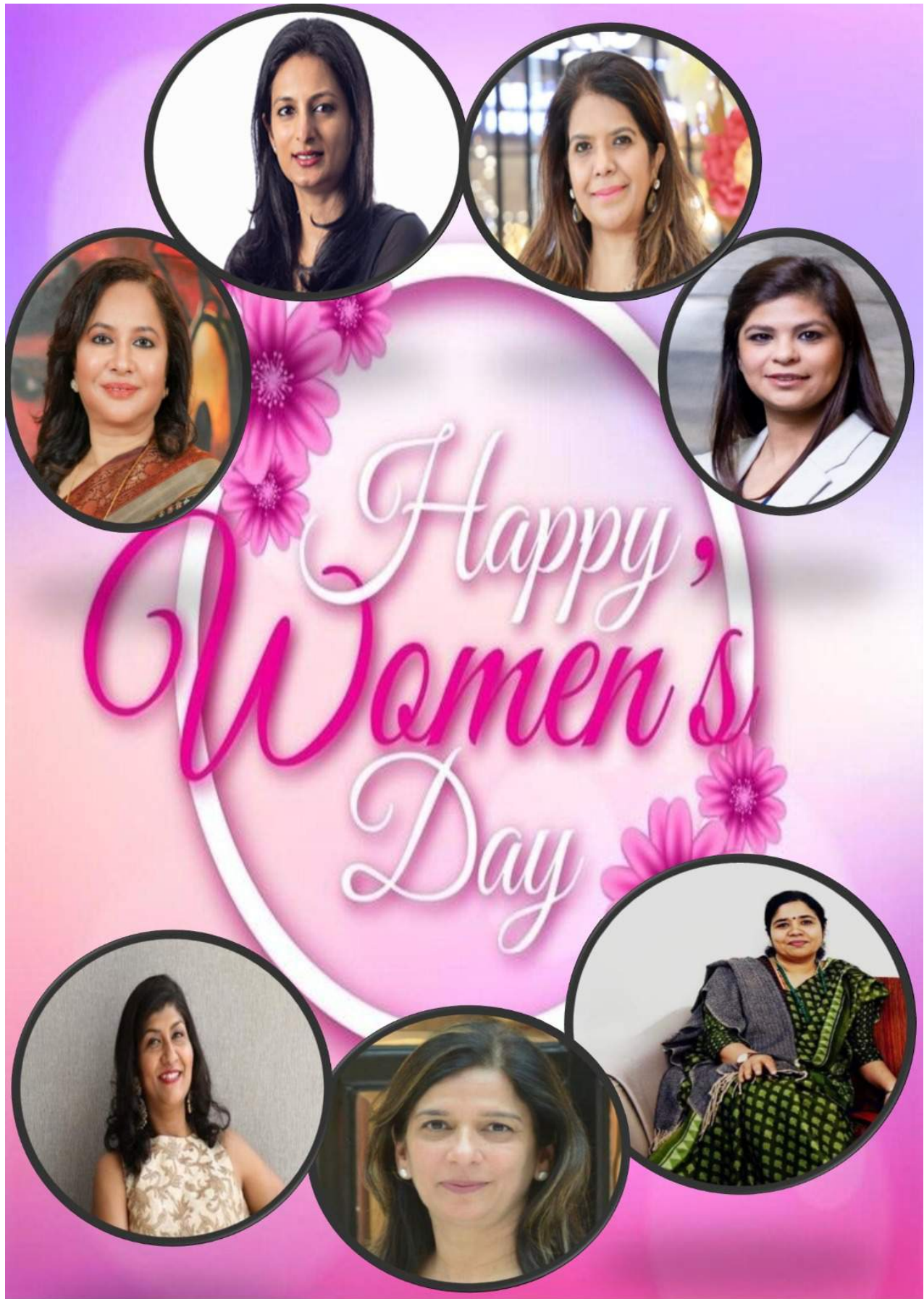
We look forward to their support in raising the bar for the development and management of shopping centers in India.



MALL TALK



SHOPPING CENTRES
ASSOCIATION OF INDIA



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