



SHOPPING CENTRES
ASSOCIATION OF INDIA

MALL TALK

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COO'S DESK



Anjeev Kumar Srivastava,
COO, SCAI

I am thrilled to share the latest updates from our vibrant shopping centre as we usher in the month of August. This summer has been particularly special, marked by our unwavering commitment to enhancing the shopping experience for every visitor. At the heart of our mission is a dedication to excellence, innovation, and community engagement. Our team has been working diligently to bring in new and exciting brands that cater to the diverse tastes and preferences of our patrons. We are proud to introduce several new happenings and trend stories this month.

In line with our commitment to the industry, we have also launched several initiatives and masterclasses aimed to help nurture the right conversations and allow the industry to take significant steps to create the right pathway to growth. We believe that these efforts will not only benefit our planet but also enhance the overall ambiance and experience of consumers.

Community is at the core of everything we do. We always believe that the shopping mall ecosystem needs to partner and collaborate to bring the right engagement and consumer centric offering for their customers. We invite you to join us for our exclusive workshops and events, connect with fellow community members, and experience the rich cultural tapestry that makes our ecosystem unique.

As we look forward to the rest of the year, we remain committed to providing an unparalleled experience to you through our pages. Thank you for your continued support and for being a part of our community. We are excited about the future and can't wait to share more exciting developments with you.

Anjeev Kumar

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WARM WELCOME



Happily announcing the joining of Adani Realty as a SCAI Member. A very warm welcome to them. We look forward to their support in raising the bar for the development and management of shopping centers in India

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ANALYSIS



The Evolving Dynamics Between Malls and Retailers in the Modern Consumer Era

In today's rapidly changing retail landscape, the relationship between malls and retailers is undergoing significant transformation. With the rise of e-commerce and shifting consumer preferences, both entities are compelled to adapt to new market realities.

Malls are no longer just shopping destinations; they are evolving into experiential hubs that offer a mix of retail, entertainment, and dining options. This shift is driven by the need to attract consumers who seek more than just a shopping experience. Malls are now incorporating elements like live events, interactive installations, and themed environments to enhance

the overall visitor experience. Retailers, on the other hand, are leveraging this transformation by creating more engaging and immersive store environments. They are focusing on omni-channel strategies to seamlessly integrate online and offline experiences. Pop-up stores, exclusive in-store events, and personalized shopping services are becoming increasingly common as retailers aim to build stronger connections with their customers. Collaboration between mall developers and retailers is key to navigating this new landscape. Flexible lease agreements, shared marketing efforts, and data-driven

insights are helping both parties to better understand and respond to consumer behavior. By working together, malls and retailers can create vibrant, dynamic spaces that meet the evolving needs of modern consumers.

As the retail environment continues to evolve, the synergy between malls and retailers will be crucial in shaping the future of shopping. Embracing innovation and focusing on customer-centric strategies will ensure that both can thrive in the competitive market.



GLOBAL VIEW



Digital Concierge: Shop from the mall in a click

A unique service has been launched at Mall of the Emirates, Dubai that allows customers to purchase any product from the mall's catalogue, followed by a delivery within 4 hours. Let's deep dive into this.

Mall of the Emirates has revolutionised retail therapy with its innovative Digital Concierge service, offering customers the luxury of finding their desired items with just a WhatsApp message. This cutting-edge service blends convenience and comfort, allowing for a premium shopping experience without the need to visit the mall physically.

The Digital Concierge WhatsApp Chat feature enables customers to explore and shop from the entire catalogue of 350 international and

local brands at Mall of the Emirates, including luxury fashion labels, through a user-friendly digital interface. This groundbreaking service allows customers to shop the entire mall from the comfort of their home, saving valuable time and effort. Items are delivered within hours, ensuring a seamless shopping experience.

The simplicity of the Digital Concierge is one of its standout features. No additional apps or services are required – users can access it directly through the Mall of the Emirates app. Users can access the Mall of the Emirates Digital Concierge on WhatsApp, share an image of the desired product, and specify the store within the mall. A dedicated

Digital Concierge will then discuss details such as size, colour, and preferred styles with the customer, and proceed to pick up the items from the store.

Once the item is confirmed, a payment link will be sent to the user. After payment, the product will be delivered within 4 hours, allowing customers to enjoy a fabulous and fulfilling shopping experience in the new digital era.

Mall of the Emirates' Digital Concierge service offers the ultimate in retail convenience – a personal shopping assistant that is now just a message away.

**(Khaleej Times
Published on 22nd July 2024)**



INSIGHTS



Is the Customer a King or Emperor?

The adage "Customer is King" has long underscored the importance of customer-centricity in business. However, in today's rapidly evolving market landscape, this notion has transcended; the customer is no longer merely the king but has ascended to the status of an emperor. This shift reflects the heightened expectations, the expanded power of choice, and the profound influence customers wield over businesses today. Here is an exploration of how and why the customer has evolved from being king to emperor and what this means for businesses striving to meet and exceed customer expectations.

The King Era

In the traditional business model, treating the customer as king meant prioritizing their satisfaction to foster loyalty and repeat business. Companies recognized that a happy customer was a loyal customer and focused on delivering quality products and services, maintaining good customer service, and addressing complaints promptly. Marketing strategies were geared towards persuading the customer to choose their product over competitors, emphasizing the unique selling propositions.

The Emperor Era

Today, customers are more informed, connected, and empowered than ever before. The rise of the internet, social media, and mobile technology has revolutionized the way customers interact with brands. This empowerment has elevated their role from king to emperor, demanding not only quality products and services but also exceptional experiences, personalized interactions, and ethical business practices.

The Empowered Customer: Characteristics and Expectations Informed and Connected

Modern customers have access to a wealth of information at their fingertips. They can compare products, read reviews, and seek recommendations from their social networks. This connectivity means that they are well-informed and make purchasing decisions based on comprehensive research rather than relying solely on brand messaging.

Personalized Experiences

Customers today expect personalized experiences that cater to their individual preferences and needs. They seek brands that recognize them as individuals and provide tailored recommendations, offers, and communications. Personalization extends beyond marketing to include customer service and product offerings.

High Expectations

The emperor customer has high expectations for every interaction with a brand. They demand convenience, speed, and efficiency. Whether it is a seamless online shopping experience, quick and effective customer support, or prompt delivery, any lapse in meeting these expectations can lead to dissatisfaction and lost business.

Ethical and Transparent Practices

Customers are increasingly conscious of the ethical implications of their purchases. They prefer brands that demonstrate social responsibility, transparency, and ethical practices. Companies that fail to align with these values risk losing the trust and loyalty of their customers.

Influence and Voice

Social media has given customers a powerful platform to voice their opinions, share experiences, and influence others. A single positive or negative review can significantly impact a brand's reputation. This amplified voice means that businesses must be attentive and responsive to customer feedback.

Strategies for Thriving in the Emperor Era Deep Understanding of the Customer

Businesses must invest in understanding their customers deeply. This involves leveraging data analytics to gain insights into customer behaviour, preferences, and needs. Customer journey mapping can help identify pain points and opportunities for enhancing the customer experience.

Embracing Personalization

Personalization should be at the core of customer interactions. Utilizing technologies such as artificial intelligence and machine learning can help deliver personalized recommendations, communications, and experiences. Personalization fosters a sense of value and appreciation, strengthening customer loyalty.

Enhancing Customer Experience

The customer experience encompasses every touchpoint a customer has with a brand. Ensuring a seamless, enjoyable, and efficient experience across all channels is crucial. This includes user-friendly website design, responsive customer support, and efficient order fulfilment.



Ethical Business Practices

Aligning with customers' values by adopting ethical and sustainable business practices is essential. Transparency in business operations, sourcing, and labour practices builds trust. Companies should also engage in corporate social responsibility initiatives that resonate with their customers' values.

Leveraging Technology

Technology plays a pivotal role in meeting the demands of the emperor customer. CRM systems, chatbots, and automation tools can enhance customer service and streamline operations. Social listening tools can help monitor and respond to customer feedback in real-time.

Building Relationships

Fostering genuine relationships with customers goes beyond transactions. It involves engaging with them on social media, soliciting feedback, and involving them in brand initiatives. Building a community around the brand can create a loyal customer base that advocates for the brand.

Proactive Problem-Solving

Anticipating and addressing potential issues before they escalate is key. Proactive problem-solving can prevent negative experiences and demonstrate a commitment to customer satisfaction. Empowering customer service teams to resolve issues swiftly and effectively is also crucial.

Case Studies of Successful Customer-Centric Brands

Amazon

Amazon's customer-centric approach has been a cornerstone of its success. From personalized recommendations to efficient delivery options and responsive customer service, Amazon continuously enhances the customer experience. Their commitment to convenience and innovation has set a high standard in the e-commerce industry.

Apple

Apple's focus on design, quality, and customer experience has cultivated a fiercely loyal customer base. Their retail stores, known for exceptional customer service and hands-on experiences, exemplify their dedication to customer satisfaction. Apple's commitment to innovation and user-friendly products consistently meets customer expectations.

Patagonia

Patagonia's commitment to environmental sustainability and ethical practices resonates deeply with its customer base. Their transparency in business practices and dedication to social responsibility have earned them a loyal following. Patagonia's emphasis on aligning with customers' values has strengthened their brand reputation. The transformation of the customer from king to emperor underscores the increasing power and influence customers wield in today's market. Businesses must adapt to this new reality by prioritizing customer understanding, personalization, and ethical practices. Embracing technology, enhancing customer experiences, and building genuine relationships are essential strategies for thriving in the emperor era. By doing so, companies can not only meet but exceed the elevated expectations of their customers, fostering loyalty and long-term success.



INTRODUCING “CMO’S DESK”



D2C Brands: Bridging the Online-Offline Divide in India’s Retail Landscape



The Indian retail landscape is witnessing a significant shift as Direct-to-Consumer (D2C) brands increasingly venture into offline spaces. This movement, driven by the desire to expand customer bases and create tangible brand experiences, is transforming shopping centers across the country. As the CMO of PPZ, I have observed how these brands, initially digital-first, are leveraging physical retail spaces to deepen their market presence and engage directly with consumers, particularly the Gen Z demographic.

The Rise of D2C Brands in India

The D2C sector in India has experienced explosive growth, with its market size projected to reach \$100 billion by 2025. This growth is fueled by a surge in consumer demand for niche, personalized products and the sector’s agility in adapting to market needs. Brands like Lenskart, Zivame, and Bewakoof have not only dominated online sales but are now setting up physical stores to complement their digital presence. This strategy allows them to provide an omnichannel experience, meeting customers wherever they choose to shop.

The Offline Expansion: A Strategic Move

In 2023, over 800 D2C brands were actively operating in India, with many expanding into offline retail to tap into a broader customer base. This expansion is not just about increasing sales but also about offering customers a tactile experience. The ability to touch and feel products is a crucial factor for consumers, especially for items like fashion, beauty, and home decor. For instance, brands such as Snitch and Fablestreet have successfully launched offline stores to cater to this need, enhancing customer trust and brand loyalty.

Engaging Gen Z Through Offline Channels

Gen Z, a tech-savvy and socially conscious generation, forms a significant portion of the target audience for many D2C brands. This demographic is known for discovering brands online, particularly through platforms like Instagram, but values the experience of shopping in physical stores. The tactile engagement, combined with the brand narratives they follow online, creates a comprehensive shopping journey. D2C brands are capitalizing on this by creating immersive in-store experiences that reflect their online personas. For example, sustainable packaging and eco-friendly store designs resonate with Gen Z’s environmental values. Additionally, stores often feature Instagrammable elements, encouraging social sharing and driving organic brand promotion. The recent abolition of the angel tax and other supportive measures by the Indian government have further

incentivized these brands to expand offline, making it financially viable and strategically advantageous.

The Role of Shopping Centers

For shopping centers, embracing D2C brands offers a fresh appeal, especially as traditional retail models evolve. These brands bring in a younger, more diverse customer base, revitalizing the shopping center environment. At PPZ, we have observed that hosting D2C pop-ups or exclusive brand events significantly boosts foot traffic and engagement. These events, whether showcasing a new collection or hosting influencer meet-and-greets, create a buzz that attracts visitors beyond the usual shopping routine.

Moreover, D2C brands often utilize smaller, flexible retail formats such as kiosks or pop-up stores. This flexibility allows shopping centers to diversify their tenant mix and offer a dynamic retail experience. The integration of data analytics and AI by these brands also enables more personalized in-store experiences, further enhancing customer satisfaction.

Conclusion

As we look to the future, the convergence of online and offline retail will continue to shape the landscape. For shopping centers, the key lies in adapting to these changes by fostering partnerships with emerging D2C brands and creating spaces that offer not just products but memorable experiences. By doing so, we can meet the evolving expectations of consumers, particularly the digitally native Gen Z, and continue to drive growth in the retail sector.

KNOW YOUR MALL



South Avenue Mall - Your Ultimate Shopping and Entertainment Destination



Nestled in the heart of Jabalpur, South Avenue Mall stands as a beacon of modern retail and entertainment, situated on Narmada Road. Since its inception in 2009, the mall has become a favorite Destination for locals and tourists offering a blend of shopping, dining and entertainment experiences.

Boasting a 300-foot frontage along a main road that is 120 feet wide, the property enjoys prominent visibility and accessibility. Whether you are looking for the latest fashion trends, a place to enjoy with family and friends or to indulge in some retail therapy, South Avenue Mall has it all.

Shopping Experience at Top Brands

South Avenue Mall is a shopping paradise housing an eclectic mix of national, international, and regional fashion and apparel brands. From renowned names like Levis, United Colors of Benetton, and Puma to popular brands like Max, Trends, Nykaa and Pantaloons the essence of regional flair with local favorites such as Finer Threads and Kiaasa, blending the global with the local to satisfy the discerning tastes of every shopper. The mall's vast selection ensures that every shopper finds exactly what they're looking for

whether it's a chic outfit, the perfect accessory or an exclusive beauty product. The ground floor boasts the presence of Reliance Smart Bazaar, the largest grocery retail chain in India. Here, quality and affordability converge, offering a one-stop destination for all household needs

Entertainment for Everyone

Entertainment is at the core of South Avenue Mall. The Hungama Game Planet is a paradise for kids and adults featuring various games and attractions that guarantee hours of fun. From classic arcade games to the latest virtual reality experiences,

Hungama Game Planet is the perfect place to unleash your inner child. Movie Magic, an A3 Multiplex Screen, provides an unparalleled movie experience. Featuring plush recliners for superior comfort, cutting-edge sound, projection technology, and a diverse selection of films, Movie Magic is the ideal venue to experience the latest blockbusters and timeless classics. With ongoing promotions and exclusive screenings, there is always an exciting event to anticipate at Movie Magic.

Events and Competitions

The mall's commitment to providing a holistic experience extends beyond shopping and dining. South Avenue Mall is renowned for its dynamic events and competitions such as singing, dancing, fashion shows and drawing contests are a big hit among children and adults making it a vibrant community hub. Celebrations of significant days are marked with special activities and competitions, encouraging families to create unforgettable memories. The





Summary

South Avenue Mall is a testament to modern retail and entertainment, offering a perfect blend of shopping, dining and leisure activities. Its wide range of top brands, exciting entertainment options like Hungama Game Planet and Movie Magic, dynamic events and diverse food court make it the ultimate destination for a complete day out. Whether you're a fashion enthusiast, a foodie or simply looking for a place to enjoy with family and friends, South Avenue Mall promises an unforgettable experience.

Visit today and discover why it's the preferred choice for shoppers and fun-seekers in Jabalpur.

mall also celebrates major festivals and holidays with grandeur, creating themed decorations. South Avenue Mall regularly hosts cultural events and live performances providing entertainment for visitors of all ages. One of the most anticipated events is the End of Season Sale, Winter Fest, Vasant Utsav where shoppers can enjoy substantial discounts on their favorite brands and win bumper prizes. This event attracts a large crowd, offering an excellent opportunity to grab great deals and refresh your wardrobe.

Food Court Delights

No shopping experience is complete without indulging in some delicious food and South Avenue Mall's food court does not disappoint. The food court boasts a variety of popular eateries, ensuring there's something to satisfy every craving. Visitors can enjoy crispy fried chicken at KFC, mouth-watering pizzas at Domino's and Pizza Hut and aromatic coffee at Café Coffee Day. The diverse selection of food options ensures that every meal is a delightful experience, whether you grab a quick bite or enjoy a meal with family and friends.



TECH INNOVATIONS



FUTURE READY MALLS

At ET Retail Shop Fwd Summit 2024, experts from the mall industry discussed the potential of technology in meeting consumer demands and enhancing consumer experiences.

Malls are using cutting-edge technology to stay relevant for consumers and evolve as per the evolving needs of consumers.

At ET Retail Shop Fwd Summit 2024, experts from the mall industry discussed the potential of technology in meeting consumer demands and enhancing consumer experiences.

Underlining the importance of technology and design in the success of a mall, Dr Anoop Bartaria, CMD, World Trade Park, and Sincere Architects Jaipur said, "Design is the DNA of the mall, however, design and technology go hand in glove. Nowadays, one cannot continue with the malls, which look the same for years and decades. So, we are coming to a situation where every time consumers visit next, the design of the mall has to be adaptable to a change where they have a new experience."

Highlighting the role of technology, Rajendra Kalkar, Business Head – Retail & Hospitality, Adani Realty stated, "Perhaps no business can stay away from technology especially when you are in a consumer-facing business like a shopping center or a mall. It has become mandatory for malls to engage consumers on social media platforms, use technology for loyalty, manage backend operations, find parking solutions, and forecast consumption. All these information systems are getting assimilated in the backend, which is helping the mall developers to come up with marketing strategies to generate better footfalls in the mall."

Adding to this further, MG Gopala Krishna, Jt MD, MG Brothers said, "Consumer behavior is changing and now they have a less attention span and patience. To cater to these consumers, malls are adopting technology for heat mapping, parking solutions, counting footfall, churning categories and even also at food courts to understand consumer preferences. Along with this, the shift in the service levels can help in improving the consumer experience."

Bringing in a different perspective, Madhur Laddha, ED, Tapadia City Centre Mall said, "Brands are also using technology like Digital Directory, and Smart Mirrors along with malls to cater to consumer demands."

Highlighting the importance of personalisation, Manish Mehrotra, SVP head of operations, DLF Malls asserted, "E-commerce has taught the importance of analytics to offline retail spaces as well and malls are adopting digital tools to offer personalised and customised experiences to consumers."

Highlighting how technology is helping in improving sales at the malls, Dr. Mahesh M, CEO, Creaticity said, "At malls, conversions matter

more than footfalls, so malls can install digital navigators, curate experiences using tech."

Sharing how malls can use technology to solve parking woes, Sunil Munshi, VP – retail, Brigade Group said, "It is important for malls to give exceptional services to consumers and these experiences can be standardised using technology. At parking, malls are using automatic number plate recognition, ticketless entry, parking sensors, and online payment to enhance the consumer experience."

Adding to this further, Ashish Kumar, director, Designa said, "Adoption of QR code, automation, digitalisation have further reduced the queues at the entry and exit of the malls. The data generated at the parking can also help malls improve their marketing efforts."

Concluding the discussion by talking about future technologies, Pramod Ranjan Dwivedi, president – real estate, Ambuja Neotia said, "AI and data analytics are helping the malls to be designed for the future, plan the right tenant mix, building strategies to help brands become future-proof and improving the dwell time at the malls."



DEEP DIVE



The New Supply of Retail Spaces: Expansion at the Forefront

The retail landscape is evolving rapidly, with the expansion of retail spaces playing a pivotal role in shaping the industry's future. This dynamic shift is driven by various factors, including changing consumer preferences, technological advancements, and the need for experiential shopping. As retailers navigate this new terrain, the expansion of retail spaces is at the forefront of their strategies, offering both opportunities and challenges.

The Changing Face of Retail

The retail industry has always been a dynamic sector, constantly adapting to the needs and desires of consumers. However, the pace of change has accelerated in recent years, driven by the rise of e-commerce, shifting consumer behaviours, and the growing demand for unique shopping experiences. This transformation has necessitated a rethinking of retail spaces, with a focus on creating environments that engage and captivate customers. The industry experts converged at ET Retail Shop Fwd Summit 2024 to discuss what is propelling the growth of retail, and how brands and malls can collaborate together to felicitate this growth further in a compelling panel discussion.

Highlighting the latest trends driving the expansion of retail spaces, Deepika Khare, national head - business development at Caratlane and Shaya said, "The brands prefer to open their stores at high catchment areas. They also track online sales data to decide the next best store location. Another parameter that holds importance is the presence of like-minded customer profile brands in the vicinity."

Adding to this further, Sneha Jain, BD head, Hidesign said, "It is not a matter of choice between big malls or big boxes, the brands should have the presence where their consumer is. While finalising the store location, the brands should take new retail spaces, and the presence of competition also into consideration." Bringing in the perspective of malls, Rohit Gopalani, SVP & Head - Leasing, Marketing & Corporate Communication, Inorbit Malls stated, "The way the brand looks at it, we also consider various parameters. Apart from this, post-COVID, we have observed considerable growth in tier II and beyond cities." When asked about how malls can stay relevant in the coming times, Indraneel Majumdar, Head of Mall, Sarath City Capital Mall said, "The mall should keep on changing their brand mix as per the evolving needs of consumers otherwise they will start losing their relevance."

Whereas on what arrangement works best between the malls and retailers, Anshu Grover Bhogra, Chief Business Officer, Forever New said, "Revenue sharing model works the best. Whatever the brand makes, the mall makes. As a partner, they should grow together."

Expansion Strategies: From Traditional to Innovative

Retailers are employing a variety of strategies to expand their physical footprints. Traditional methods, such as opening new stores in high-traffic areas and expanding into emerging markets, remain relevant. However, innovative approaches are gaining traction. Pop-up stores, for instance, allow retailers to test new markets and concepts without the long-term commitment of a permanent location. Similarly, showrooms that focus on experience rather than inventory are becoming popular, providing customers with a tactile connection to products while leveraging the efficiency of online fulfillment.



The Role of Technology

Technology is a driving force behind the expansion of retail spaces. The integration of digital tools in physical stores is creating seamless omnichannel experiences that cater to the modern consumer's desire for convenience and personalization. Augmented reality (AR) and virtual reality (VR) are enhancing the in-store experience, allowing customers to visualize products in their own environments or try them on virtually. Moreover, data analytics is enabling retailers to optimize store layouts, tailor product offerings, and enhance customer service.

Sustainability and Community Engagement

As retailers expand, there is a growing emphasis on sustainability and community engagement. Consumers are increasingly conscious of the environmental impact of their purchases, and retailers are responding by incorporating

sustainable practices into their operations. This includes the use of eco-friendly materials in store construction, energy-efficient lighting, and waste reduction initiatives. Additionally, retailers are recognizing the importance of being active members of their communities. By supporting local initiatives and creating spaces that serve as community hubs, retailers can build stronger connections with their customers.

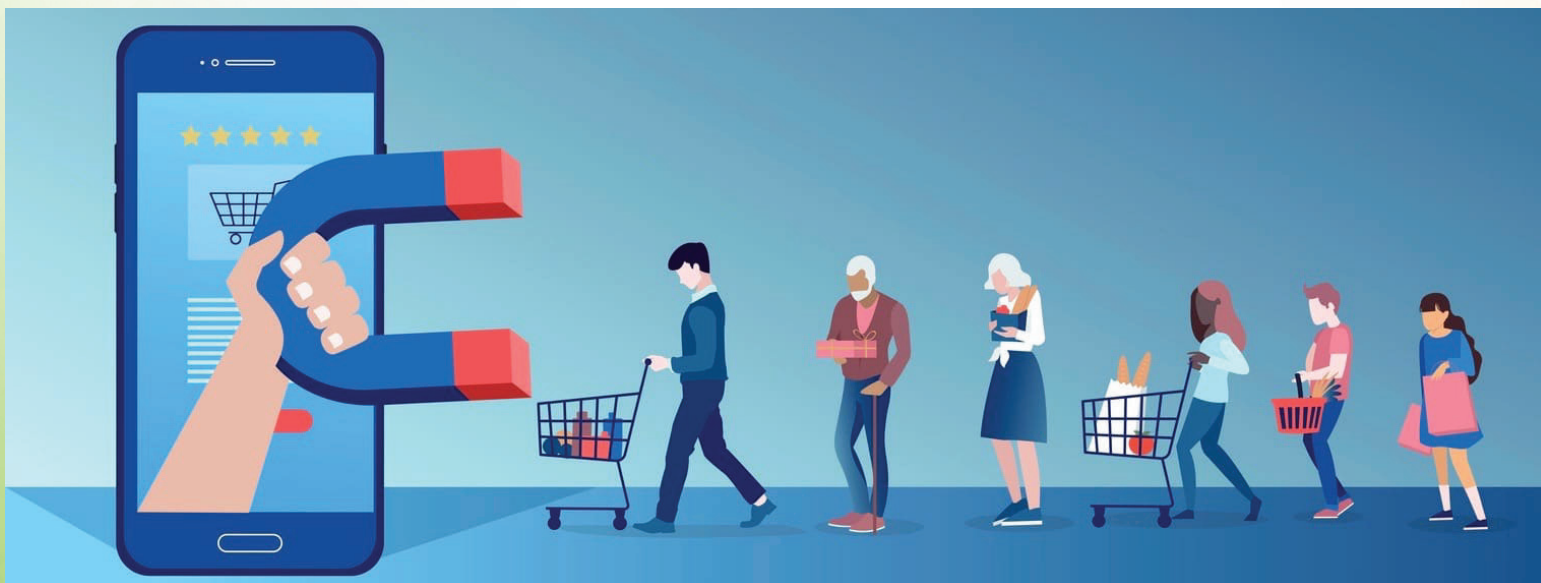
Challenges and Considerations

While the expansion of retail spaces presents numerous opportunities, it also comes with challenges. The cost of real estate, particularly in prime locations, can be prohibitive. Retailers must also navigate regulatory hurdles and adapt to the unique characteristics of different markets. Furthermore, the rise of e-commerce means that physical stores must offer something distinct to attract customers. This necessitates continuous innovation and a deep understanding of consumer trends.

The Future of Retail Spaces

Looking ahead, the expansion of retail spaces will continue to be a key driver of growth in the industry. However, the nature of these spaces will evolve. Retailers will increasingly focus on creating hybrid environments that blend the physical and digital, offering customers a cohesive and engaging shopping experience. Sustainability will remain a priority, with retailers adopting practices that minimize their environmental footprint. Additionally, the role of retail spaces as community centers will grow, fostering stronger connections between retailers and their customers.

The expansion of retail spaces is at the forefront of the industry's evolution, offering a myriad of opportunities for growth and innovation.



MARKETING HACKS



The Power of Presentation: How Decent Dressing Shapes Your Personality

Clothes – They are not just a physical shield against the elements; they are a silent language we speak to the world. The way we dress can communicate confidence, creativity, or even professionalism.

Dressing well has a profound impact on personality, influencing various aspects of an individual's life, from self-esteem to social interactions. The significance of decent dressing is multifaceted, extending beyond mere appearance. It plays a critical role in shaping one's personality by affecting self-perception, social perceptions, and overall behaviour.

Self-Perception

The way individuals dress significantly affects their self-perception. When people wear clothes that make them feel confident and comfortable, it positively influences their mood and self-esteem. This phenomenon is often referred to as "enclothed cognition," where clothing affects cognitive processes. Wearing well-fitted, appropriate attire can lead to a sense of empowerment, making individuals feel more competent and capable. This boost in self-confidence is crucial for personal development, as it encourages people to take on challenges and strive for success.

Social Perceptions

Decent dressing also influences how others perceive an individual. First impressions are often based on appearance, and clothing plays a vital role in this initial judgment. People tend to form opinions about someone's character, professionalism, and reliability based on their attire. For instance, in professional settings, dressing in formal, well-coordinated outfits can

convey competence and credibility, thereby enhancing one's reputation and opportunities for career advancement. In social contexts, appropriate dressing can facilitate better interactions and acceptance, as it demonstrates respect for the occasion and the people involved.

Behavioural Influence

The impact of decent dressing extends to behavioural changes. When individuals dress well, they are likely to exhibit more positive body language and improved social skills. This can be attributed to the increased self-confidence that comes with feeling well-dressed. People who are confident in their appearance are more likely to engage in conversations, express their opinions, and present themselves assertively. This assertiveness is a key aspect of personality development, as it fosters effective communication and leadership qualities.

Psychological Impact

Psychologically, decent dressing can reduce anxiety and stress associated with social situations. Knowing that one is appropriately dressed for an event or setting alleviates concerns about judgment or embarrassment. This peace of mind allows individuals to focus more on their interactions and less on self-consciousness, leading to more genuine and meaningful connections. Furthermore, dressing well can serve as a form of self-care, promoting a positive self-image and overall well-being.

Cultural and Contextual Considerations

It is important to note that the definition of decent dressing varies across cultures and contexts. What is considered appropriate or stylish in

one culture may differ in another. Therefore, understanding and respecting these differences is crucial. Adapting one's attire to suit different cultural norms and occasions demonstrates social awareness and adaptability, traits that are highly valued in diverse settings.

In conclusion, decent dressing significantly impacts personality by enhancing self-perception, influencing social perceptions, and shaping behaviour. The confidence and positive self-image derived from dressing well can lead to personal and professional growth, improved social interactions, and overall psychological well-being. As such, investing time and effort into selecting appropriate and stylish attire is not merely about vanity but about fostering a more confident, competent, and socially adept personality. By understanding the importance of decent dressing and its broader implications, individuals can harness the power of clothing to enhance their personal and social lives.



WELLNESS



Vipassana Meditation: Importance, Benefits, and Method

Vipassana, which means "to see things as they really are," is one of India's most ancient meditation techniques. Rediscovered by Gautama Buddha over 2,500 years ago, it is a process of self-purification through self-observation. Vipassana meditation offers a pathway to self-discovery and inner peace. By fostering deep self-awareness and equanimity, it addresses the root causes of suffering and promotes holistic well-being. Its benefits extend beyond mental clarity and emotional regulation to improved physical health and better relationships. Practicing Vipassana regularly and integrating its principles into daily life can lead to profound personal transformation and a more harmonious existence.

Benefits of Vipassana Meditation

Mental Clarity and Focus: Regular practice of Vipassana enhances concentration and mental clarity. By observing thoughts and sensations without attachment, practitioners develop a sharp, focused mind. Emotional Regulation: Vipassana helps individuals understand the impermanent nature of emotions, leading to better emotional regulation. This reduces anxiety, stress, and depression, fostering emotional resilience and stability.

Self-Awareness: Practitioners gain deep insights into their behavior patterns and mental processes. This self-awareness is crucial for personal growth and overcoming negative habits.

Stress Reduction: By cultivating equanimity, Vipassana reduces the impact of stressors. Practitioners learn to respond to situations with

calmness rather than react impulsively.

Improved Relationships:

The practice promotes qualities like patience, compassion, and empathy. These traits enhance interpersonal relationships, making interactions more harmonious and understanding.

Physical Benefits: Regular meditation can lower blood pressure, improve sleep, and boost overall physical health. The mind-body connection fostered through Vipassana supports holistic well-being.

Method of Practicing Vipassana Here is a basic outline of the practice:

Before starting, it's essential to commit to the practice. Find a quiet place where you can sit undisturbed for a period. Wear comfortable clothing and set an intention to observe without judgment.

Anapana (Focus on Breath): Begin by focusing on your natural breath. Observe the inhalation and exhalation without trying to control it. This initial step helps calm the mind and prepare it for deeper observation.

Body Scan: Once the mind is settled, start scanning the body from head to toe. Observe each part of the body systematically and notice any sensations, whether they are pleasant, unpleasant, or neutral. The key is to maintain equanimity, observing without reacting.

Awareness of Sensations: As you scan the body, you will encounter various physical sensations. These can include tingling, itching, warmth,

or pressure. The practice is to observe these sensations objectively, understanding their impermanent nature.

Equanimity: Throughout the practice, maintain equanimity. This means observing sensations without craving or aversion. Understand that all sensations arise and pass away, reflecting the transient nature of existence.

Daily Practice: For best results, Vipassana should be practiced regularly. Beginners can start with 10-15 minutes a day, gradually increasing the duration as they become more comfortable with the technique.

Mindfulness in Daily Life: Apply the principles of Vipassana in daily life. This means being aware of your thoughts, emotions, and actions in real-time, fostering a continuous state of mindfulness.

Vipassana offers profound benefits, including heightened self-awareness, reduced stress, and enhanced emotional regulation. Practitioners often experience greater mental clarity, improved concentration, and deeper inner peace. By fostering a non-judgmental observation of thoughts and feelings, Vipassana helps individuals cultivate compassion, resilience, and a balanced perspective on life. This transformative practice ultimately promotes holistic well-being and personal growth.



CUSTOMER INSIGHTS



Conversational Commerce: Redefining the Shopping Experience

Conversational commerce, by definition, is when brands and consumers connect through chat, messaging apps, or voice assistants with the intent to motivate the purchase of items or services. Through direct interactions with conversational commerce tools, brands can provide personalized suggestions, offer relevant assistance, and simplify the buying process.

The advent of the digital age opened a new opportunity for engaging with customers. With people always on the move and constantly online, customers prioritize speed and convenience even when it comes to shopping.

Conversational commerce provides the best of both worlds for in-store and online shopping. By using chat, you can ask for help when it comes to comparing product options—similar to how you would approach a sales associate in-store—but immediately, anytime, and anywhere, because of AI and technology, and then complete your purchase within the messaging platform, just like how you can shop conveniently online. Overall, conversational commerce, like recent online shopping trends, centres around convenience and personalization.

Here are some conversational commerce examples showing how it is used in retail and ecommerce:

- Search for products and add them to cart with a voice command
- Respond to inquiries on social media messaging channels about pricing and services
- Get help during product search, discovery, and comparison with chatbots
- Request a ride from Uber through Facebook messenger

- Book an appointment with a spa or salon using messaging apps

Conversational Commerce: Impact on Ecommerce

The global conversational commerce market is forecast to reach \$7.61 billion in 2024 and estimated to have a 16.3% compound annual growth rate from 2024 to 2034, reaching \$34.41 billion by 2034.

The numbers clearly indicate how conversational commerce will become a mainstream way to shop online for consumers in the coming years. Sixty-seven percent of buyers surveyed by the Boston Consulting Group for Facebook research say they plan to increase or maintain their spending on conversational commerce.

● C-commerce guarantees convenience and personalized shopping assistance.

Conversational commerce shortens the distance between wanting and having, as consumers can take charge and directly message brands when they have questions about their products. Brands, in turn, leverage AI technology, to provide immediate support and answers 24/7. This simplifies the buying process and personalizes and improves the shopping experience.

● **C-commerce creates new online shoppers.** Facebook research shows that conversational commerce is

“*Conversational commerce is making a big impact on the future of ecommerce. It drives higher spending and creates new online shoppers because of the ease of use of chat and messaging apps*”

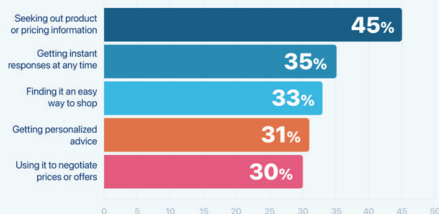
bringing Baby Boomers into the ecommerce world. They can find ecommerce websites challenging, but can easily chat—making it their new favourite way to shop!

Forty percent of conversational commerce buyers surveyed around the world say that chat was how they first started shopping online.

● C-commerce is expanding ecommerce with higher spending.

The same Facebook research revealed that consumers develop relationships with brands via conversations or messaging. This, in turn, creates brand loyalty and equates to more frequent buying. Meanwhile, brands get more insight (data) into consumer profiles through these interactions so they can make more effective personalized recommendations. Consumers, in turn, tend to spend more because they receive offers catered to their preferences.

Reasons Conversational Commerce Shoppers Message with Brands



Source: Facebook research commissioned by Boston Consulting Group

Conversational Commerce vs Conversational Marketing

Quick Take: Conversational marketing is about assistance and relationship-building, while conversational commerce focuses on enabling transactions within the conversation. Both harness the power of conversation to enhance the

customer experience and drive results for businesses. convenience remains the top consideration of consumers when shopping online. With conversational commerce, you can meet the consumer where they are, helping them decide and purchase within messaging platforms, without the need to go to another website and search for an item.

	Conversational Marketing	Conversational Commerce
Focus	Building relationships	Purchases
Approach	Omni-channel	Sales-focused channels
Goal	Long-term engagement	Sales conversion

customer experience and drive results for businesses. Conversational commerce and conversational marketing are related concepts and are often used interchangeably. Both use conversations for customer engagement and employ the same tools—chat-bots, live chat, and messaging apps—but have different focuses.

Conversational marketing involves customer engagement and relationship-building through one-on-one conversations. It aims to provide immediate assistance to customers and nurture long-lasting relationships with customers to develop brand loyalty. Conversational commerce, on the other hand, involves interaction with customers in a way that enables them to transact with brands, such as purchasing products or services, directly within the conversation. It aims to create convenient, personalized, and seamless shopping experiences by integrating brands' ecommerce platforms into their messaging channels.

Benefits of Conversational Commerce in Retail

Online shopping statistics show

Conversational commerce in retail, in particular, has plenty of benefits. Some of them include the following:
Create Upselling & Cross-selling Opportunities
 C-commerce can help increase average sales orders of customers by offering personalized recommendations. Upselling and cross-selling techniques can include a strategically placed web widget, a proactive notification, or an AI chat-bot—all of which aim to engage with the customer and proactively offer more deals.

Reduce Abandoned Carts
 The shopping cart abandonment rate in the US is 72.74% (Dynamic Yield, March 2024). It remains a serious and persistent challenge for online retailers.

You can reduce abandonment rates through the help of conversational commerce by:

- Setting up proactive greetings via live chat to customers who have items in their carts but haven't checked out their items by offering to help them complete their purchase
- Offering discounts to incentivize shoppers who have long-sitting items in their shopping carts

Improve Customer Retention

Overall, conversational commerce, when done right, enhances the shopping experience and makes for satisfied and happy customers. Customer retention is easily achieved with great customer experiences. Additionally, customers crave authenticity and personal interactions with brands. Messaging via web, mobile, and social channels is the best avenue for these experiences, making each interaction personal. This, in turn, cultivates brand loyalty and means a better bottom line for retailers.

Challenges to Conversational Commerce

While conversation commerce surely has plenty of benefits, it is not without challenges.

Lack of Human Touch/Interaction

Since conversational commerce heavily relies on AI and technology, there might be instances of language disconnect, misunderstanding context, perceived lack of empathy, and tech issues like systems not running properly. Brands should work with the most up-to-date tools available and have human support on standby in case the tools don't work or have issues.

Siloed Data

One of the risks you run when implementing conversational commerce is having your data siloed. Conversations are usually confined to channels and cannot transfer between conversational commerce platforms, so it can lead to poor

“
Chatbots, voice assistants, and messaging apps are the primary types of conversational commerce
 ”

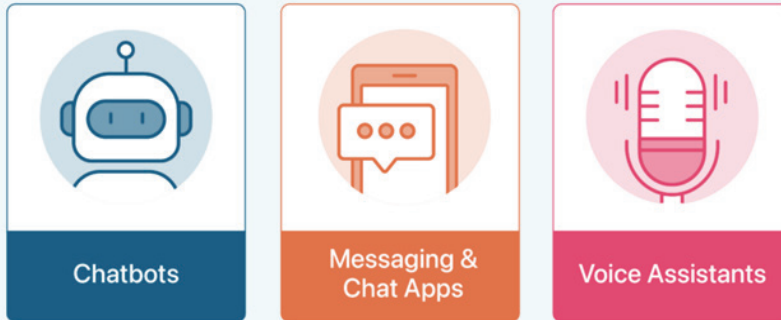
customer experiences. Say you have a customer reach out to you on Messenger about a product inquiry. When you direct them to your website, they encounter a chat-bot and unfortunately, would

chatbots can identify customer preferences, track purchase history, and offer personalized recommendations.

Voice Assistants

“
Improving customer retention, increasing your bottom line, and enhancing customer experience are just a few benefits of c-commerce
”

Conversational Commerce Examples



need to repeat themselves since the two platforms cannot sync together. You can avoid this challenge by opting for a tool that easily integrates across channels. For example, Shopify’s chat-bot, Shopify Inbox, can manage.

Types of Conversational Commerce

There are different types of conversational commerce models you can use for your ecommerce business.

Chatbots

Best for:

- Providing guidance by answering frequently asked questions
- Providing support by suggesting support articles for concerns or issues
- Providing product recommendations based on customer profile

A chatbot is an AI tool that simulates conversation. Chatbots can simultaneously chat with multiple people and provide information within seconds 24/7.

Conversational commerce bots can simulate human-like conversations with customers so they can answer frequently asked questions and assist with transactions. And because of AI,

Best for:

- Answering simple and straightforward questions, usually about products, such as price and availability
- Product searches A voice assistant is a tool that lets users perform voice commands to answer questions, search products, and complete transactions. Popular examples include Google Assistant, Amazon’s Alexa, and Apple’s Siri. Through voice-based conversations, voice assistants enable voice commerce by allowing users to purchase products, find product information, and access services. Voice assistants are popular because they provide a hands-free shopping experience, intuitive interactions, and answer inquiries.

Messaging & Chat Apps

Best for:

- Acquiring new customers
- Nurturing old and current customers
- Follow-up messaging on issues or concerns

Messaging apps are chat platforms that allow users to exchange instant messages. Many messaging apps have become increasingly relevant in the past years, even outpacing social networks with 20% more users. Popular messaging apps include WhatsApp, Messenger, and WeChat.

Conversational commerce is transforming the way businesses interact with customers, offering a more personalized, efficient, and engaging shopping experience. Now, businesses can use messaging and live chat apps to answer customer inquiries, provide product recommendations, and enable purchases, all within the same conversation. Since messaging apps can use GIFs and emojis in conversation, they create more personal and natural communication, which can translate into higher conversion rates. By embracing these innovations, businesses can stay ahead of the competition, improve customer satisfaction, and drive growth in the digital age.

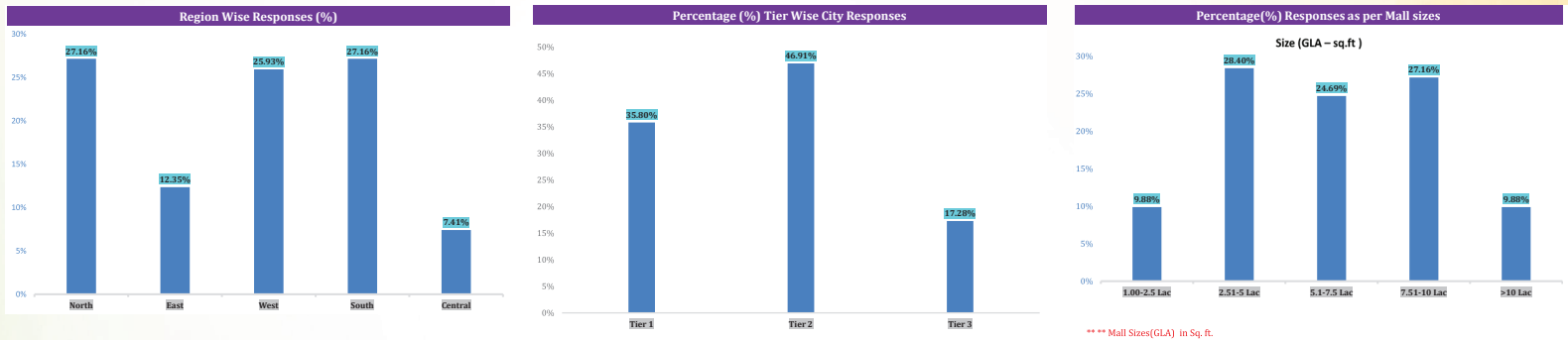


REPORT



Business Trends Analysis for the First Quarter of FY 2024-25

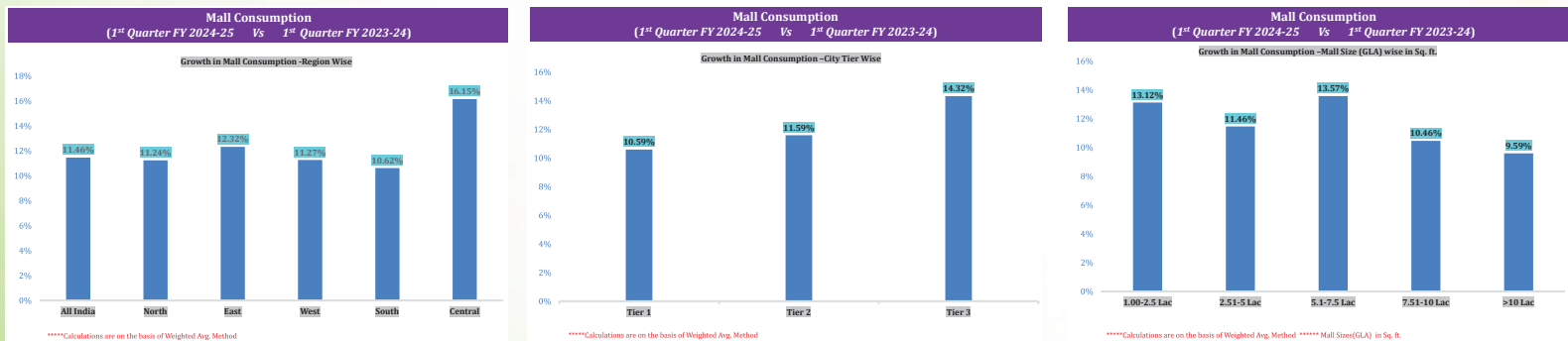
The first quarter of FY 2024-25 has shown significant trends in the retail industry across various metrics including mall consumption, food and beverage (F&B) sales, entertainment sales, mall occupancy, and rental rates per square foot. The data, collected through a weighted average method, offers insights into regional, city tier, and mall size variations.



Mall Consumption

Comparing the first quarter of 2024-25 to the same period in 2023-24, mall consumption has demonstrated varied growth across regions: **All India:** Overall, the growth was measured at 0.11%.

Regional Growth				
North	East	West	South	Central
0.11%	0.12%	0.11%	0.10%	0.16%

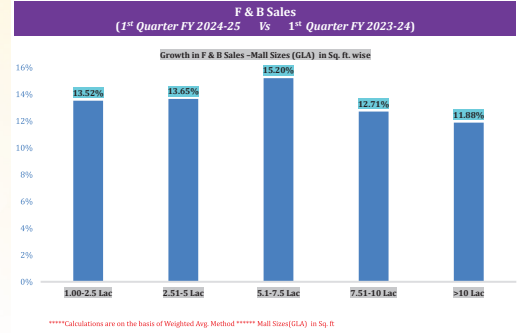
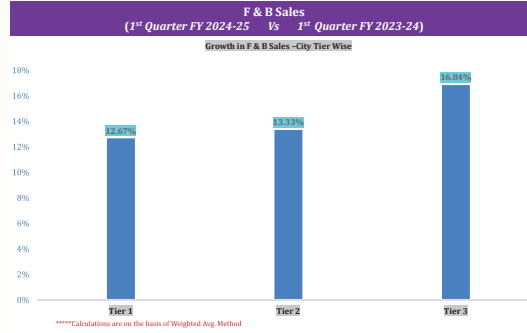
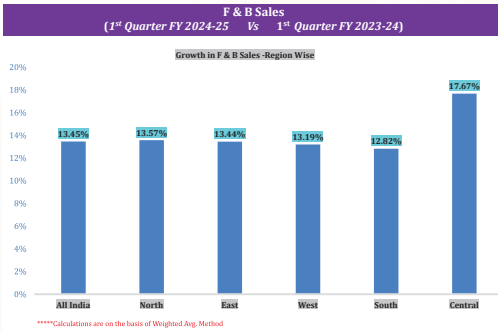


City tier-wise, Tier 1 cities saw a growth of 0.10%, Tier 2 cities 0.11%, and Tier 3 cities 0.14%. When looking at mall sizes (GLA in sq. ft.), malls sized between 1.00-2.5 Lac showed the highest growth at 0.13%, while the >10 Lac category saw significant growth at 9.58%.

Food & Beverage (F&B) Sales

F&B sales also showed growth across various regions: **All India:** The average growth stood at 0.13%.

Regional Growth				
North	East	West	South	Central
0.13%	0.13%	0.13%	0.12%	0.17%

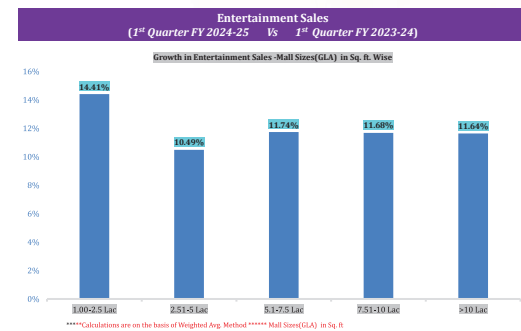
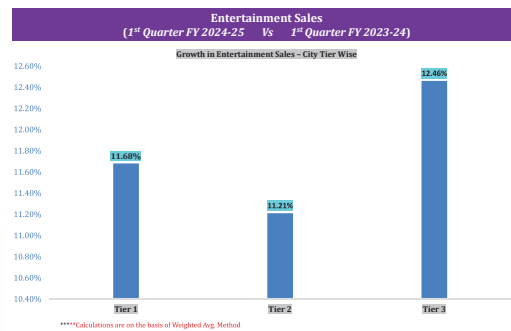
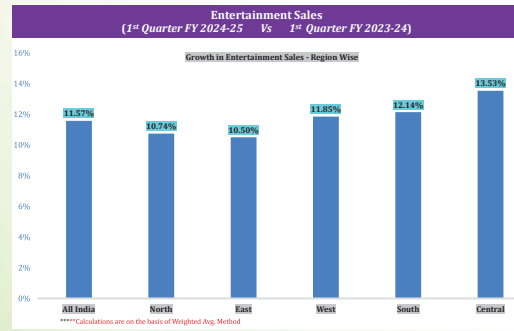


Tier-wise analysis shows Tier 1 cities grew by 0.12%, Tier 2 by 0.13%, and Tier 3 by 0.16%. Among mall sizes, the 1.00-2.5 Lac category showed a growth of 0.13%, and malls sized 5.1-7.5 Lac saw a growth of 0.15%.

Entertainment Sales

Entertainment sales reported modest growth: **All India:** The growth was 0.11%.

Regional Growth				
North	East	West	South	Central
0.10%	0.10%	0.11%	0.12%	0.13%

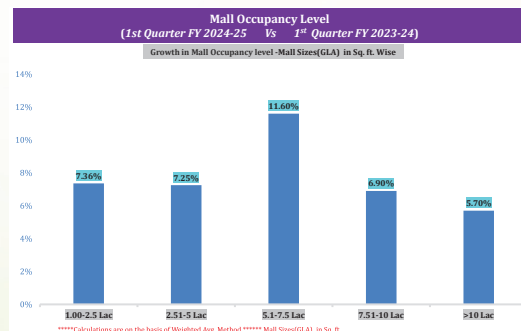
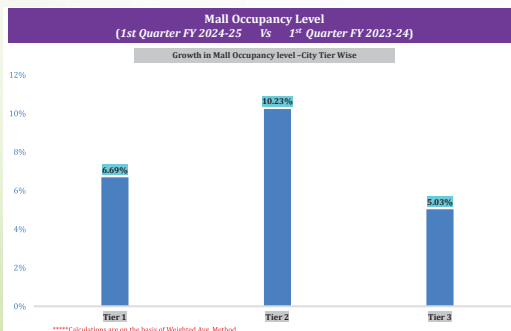
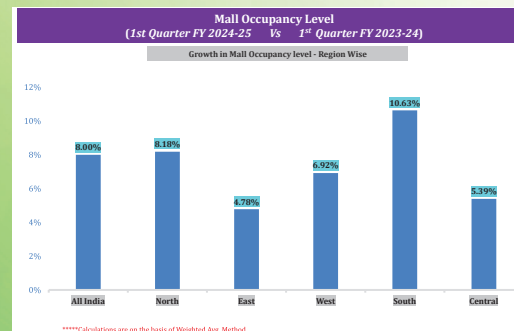


City tier-wise, Tier 1 and Tier 2 cities both recorded a growth of 0.11%, while Tier 3 cities saw a growth of 0.12%. Among different mall sizes, the 1.00-2.5 Lac category recorded the highest growth at 0.14%.

Mall Occupancy Levels

Mall occupancy levels also saw significant changes: **All India:** The overall growth was 0.08%.

Regional Growth				
North	East	West	South	Central
8.17%	4.78%	6.91%	0.10%	5.93%

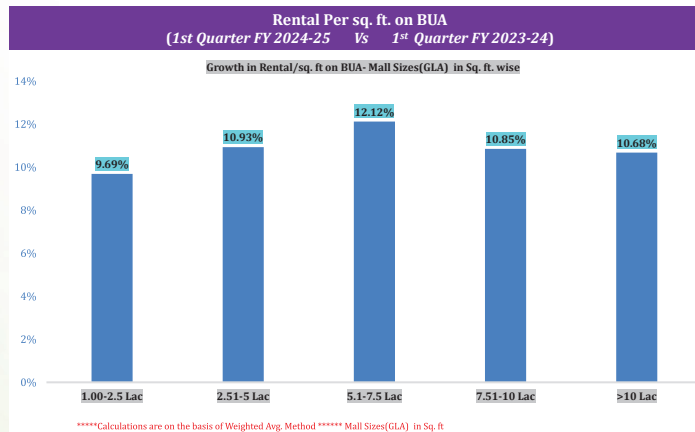
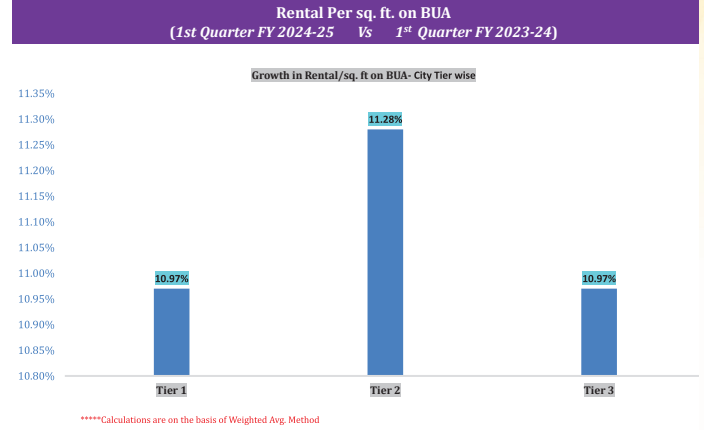
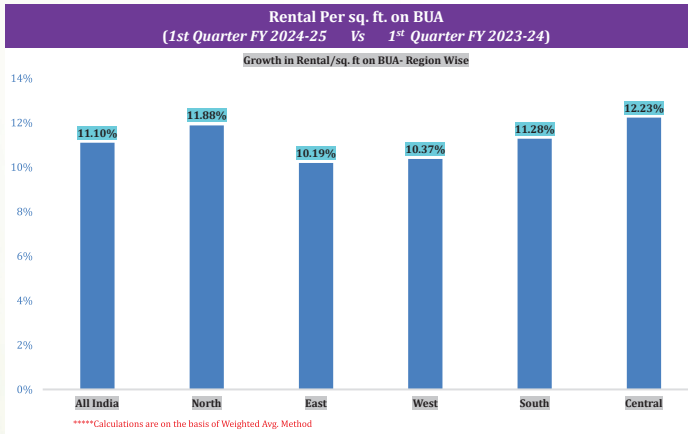


Tier-wise, Tier 1 cities saw a notable growth of 6.69%, while Tier 2 cities grew by 0.10%, and Tier 3 cities by 5.02%. In terms of mall sizes, the 1.00–2.5 Lac category showed the highest growth at 7.35%.

Rental Rates per Square Foot on BUA

Rental rates per square foot showed the following growth: **All India:** The growth was 0.11%.

Regional Growth				
North 0.11%	East 0.10%	West 0.10%	South 0.11%	Central 0.12%



Tier-wise, Tier 1 cities had a growth of 0.10%, Tier 2 cities 0.11%, and Tier 3 cities 0.10%. For mall sizes, the category of 1.00–2.5 Lac saw the highest growth in rental rates at 9.69%.

Conclusion

The data indicates a positive trend in mall consumption, F&B sales, and entertainment sales across various regions and city tiers. However, certain areas such as mall occupancy and rental rates per square foot have shown mixed results. These insights can help stakeholders in the retail sector strategize their operations and investment plans for the coming quarters.

Indraneel Majumdar

Mall Head,
Sarath City Capital Mall,
Hyderabad



SHOPPING CENTRES
ASSOCIATION OF INDIA

Join Our Exclusive Online Workshop! Think New, Think Original and Make your Mall Succeed beyond expectations

Are you ready to transform your mall into a thriving hub of innovation and success? Discover the secrets to thinking outside the box and driving unparalleled growth with our dynamic online workshop!

Why Attend?

Unlock Creativity: Learn how to foster an environment that encourages innovative thinking and originality.

Boost Customer Engagement: Discover strategies to captivate and retain shoppers, making your mall the go-to destination

Maximize Revenue: Gain insights on how to drive sales and exceed revenue targets through unique and effective marketing techniques.

Expert Guidance: Learn from industry leaders and seasoned experts who have successfully transformed malls into vibrant, thriving spaces.


Registration Fees

SCAI Member
Rs. 2200* per participant

Non SCAI Member
Rs. 3500* per participant

Member Malls
(maximum 5 participants)
Rs. . 7500*

Non Member Malls
(maximum 5 participants)
Rs. . 10,000*

 **30th August 2024**  **3pm Onwards**

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Follow us: @scai08



EVENT WATCH



SCAI Organizes Master Class at Hotel Hilton, New Delhi

On July 12, 2024, the Shopping Centres Association of India (SCAI) hosted a Master Class at the prestigious Hotel Hilton in New Delhi. This event underscored SCAI's unwavering dedication to advancing the shopping centre industry. Recognizing that the heartbeat of this sector lies in the exchange of knowledge and experiences, SCAI holds the responsibility of sharing expertise with industry professionals as a core value. Through collaboration and learning, the organization aims to help the industry reach new heights.

SCAI's commitment to the industry is to equip professionals with the latest insights, strategies, and best practices from around the globe. The global marketplace is a dynamic and ever-evolving arena, where staying updated with the latest trends and innovations is crucial for success. Whether it involves advancements in technology, innovative marketing strategies, or new operational efficiencies, SCAI aims to bring the best and brightest ideas from shopping centres worldwide.

The Master Class featured three renowned personalities from the industry: Mr. Yogeshwar Sharma, Mr. Sunil Shroff, and Mr. Prasad Rane. These experts, who have made significant contributions and driven their shopping malls to unprecedented heights, conducted the workshop. They shared their wealth of knowledge, practical tips, and first-hand experiences in mall operations, offering invaluable insights to the attendees.

The masterclass was a resounding success, earning positive feedback from attendees who found immense value in the practical tips shared by

successful professionals in the shopping mall industry. The engaging and insightful sessions provided attendees with actionable strategies and innovative ideas that can be implemented in their own businesses. As a result, there has been a strong demand for organizing similar masterclasses at regular intervals.

Attendees expressed their appreciation for the real-world expertise and hands-on advice that were shared during the masterclass. The opportunity to learn from seasoned professionals offered a unique perspective that theoretical learning often lacks. The practical insights and case studies presented helped bridge the gap between theory and practice, making the learning experience both relevant and impactful.

The future of the shopping centre industry is bright, and with the right knowledge and strategies, everyone involved can contribute to its continued success.

Insights from Our Attendees: Feedback Report –

Questions	Comments	Percentage
How would you rate the overall content of the Masterclass?	Excellent	81%
	Good	19%
How relevant was the content to your needs?	Very Relevant	62%
	Relevant	38%
How would you rate the interactive components?	Excellent	69%
	Good	31%
Overall, how satisfied are you with the Masterclass?	Very Satisfied	62%
	Satisfied	38%

The examples stated by the speakers were very helpful



Yogeshwar led the first session, which was excellent, highly engaging, and informative. He provided practical tips on increasing mall consumption. The interactive nature of the session made it lively, offering attendees a clear path to success.



Very relevant to our day to day Operation & Business, Super Interactive



Industry Leaders, Great insights, Great networking opportunity

Sunil Shroff conducted the second session, sharing practical tips on mall operations. He thoroughly covered all aspects of operations and eloquently explained the importance of behavioural aspects in customer management. The session was

Session is very interesting & Informative



Prasad Rane conducted a session on the use of technology and data in marketing, highlighting the critical role of research in shopping center strategy. It was an enlightening presentation on leveraging data to drive shopping malls, providing valuable insights and serving as a real eye-opener on the effective use of data well-received.



Master the Art of cost control : How to keep your CAM in Check – July 2024

SCAI hosted a workshop on 26th July at the World Trade Centre Bangalore on “Master the ART OF COST CONTROL,” conducted by Mr. Audhesh Pandey from JLL, which was a great success . He shared practical and realistic tips on how to control cost. The session's interactive nature made it highly effective. It was productive, focusing on seven crucial areas of mall management. Attendees gained actionable strategies and innovative ideas applicable to their daily operations, enhancing their managerial skills and professional acumen. They expressed a desire for regular informative and learning sessions, as these events refresh and re-energize them.



WARM WELCOME



Happily announcing the joining of Adani Realty as a SCAI Member. A very warm welcome to them. We look forward to their support in raising the bar for the development and management of shopping centers in India



SCAI Academic & Knowledge Sharing Activities for August 2024

- 09th August 2024**
Masterclass : Master the Art of Cost Control
Venue : Viviana Mall, Thane
- 16th August 2024**
Online Webinar : Sustainable Shopping: How Cooling-as-a-Service reduces costs & carbon emissions
- 23rd August 2024**
Masterclass : Master the Art of Cost Control
Venue : Ambuja Neotia Corporate Office, TAKHASHILLA, New Town, Kolkata
- 30th August 2024**
Online Workshop - Think New, Think Original and Make your Mall Succeed beyond expectations



SHOPPING CENTRES
ASSOCIATION OF INDIA

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