



SHOPPING CENTRES
ASSOCIATION OF INDIA

MALL TALK

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Happy

NEW YEAR



Sunil Munshi
Sr Vice President
Orion Malls, Brigade Group



Satyen Momaya
CEO : Celio India



COO'S DESK



Anjeev Kumar Srivastava
COO, SCAI

As we navigate the dynamic retail landscape, shopping centers continue to evolve as pivotal spaces where commerce meets community. The blend of experiential retail, sustainability, and technology is reshaping our industry, presenting opportunities to redefine how we connect with our customers. It is time to delve into innovative strategies and success stories from global retail spaces, offering insights to inspire growth and transformation, here is our country. From adaptive reuse projects to the integration of smart technologies, the future beckons with possibilities that are as exciting as they are transformative.

We need to work towards creating spaces that not only drive economic growth but also serve as hubs of connection and inspiration. As we embrace these changes, let's continue to lead with vision and purpose, fostering environments that enrich lives and build lasting legacies. In the New Year it is time for us to revisit, realign and bring forward looking strategies to the table to flag off the change. It is time for us to build a unique growth plan for the ecosystem and shoulder some newness in what we do.

Happy New Year 2025 and here's to a new start at looking at the business and customers from a new light!

Anjeev Kumar

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The Art and Science of Influencing Consumer Decisions and Behaviours



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TREND WATCH

Influencing consumer decisions and behaviours is an intricate blend of art and science. By understanding psychological triggers and leveraging technological advancements, brands can craft compelling strategies that resonate with their audiences. As trends evolve, the key lies in balancing creativity with data-driven precision while maintaining ethical integrity. This approach not only drives sales but also builds trust and fosters long-term loyalty, ensuring sustainable growth in a competitive marketplace.

The Psychology Behind Consumer Decisions

At the heart of influencing consumer behaviour lies psychology. Every decision a consumer makes is a blend of emotions, needs, and perceptions. Effective marketers tap into these elements by:

1. Creating Emotional Connections

Brands often position themselves as relatable, aspirational, or problem-solving entities. For instance, advertisements showcasing heartwarming family moments or stories of personal triumph resonate deeply with audiences. By associating products with positive emotions, brands foster loyalty and repeat purchases.

2. Leveraging Social Proof

Humans are inherently social creatures. We tend to follow what others endorse or recommend, a phenomenon marketers leverage through testimonials, reviews, and influencer collaborations. For example, a recommendation from a trusted influencer often feels more genuine than traditional advertising.

3. FOMO (Fear of Missing Out)

Limited-time offers or exclusive deals create urgency, compelling consumers to act quickly. Flash sales or "only a few items left" notifications capitalize on this psychological trigger.

The Role of Data and Analytics

In the digital age, understanding consumer behaviour goes beyond intuition—it requires data. The "science" of consumer influence revolves around leveraging technology to predict, measure, and refine strategies.

1. Behavioural Tracking

Online shopping behaviours, such as items viewed, abandoned carts, or browsing time, provide rich data. By analysing these patterns, companies can personalize marketing messages. For example, a customer who abandons a shopping cart might receive a reminder email

with a discount offer.

2. Segmentation and Personalization

Big data enables brands to segment audiences based on demographics, interests, and past behaviour. Personalization ensures that marketing efforts resonate with individual consumers. Streaming platforms like Netflix thrive on this principle, recommending shows based on user preferences.

3. Predictive Analytics

Artificial Intelligence (AI) and machine learning models predict future behaviours based on past data. Retailers use predictive analytics to determine which products a consumer is likely to purchase next, enabling tailored promotions.

Balancing Art and Science

While data and technology provide valuable insights, the art of storytelling remains irreplaceable. The most effective campaigns marry the two—using data to identify what resonates with audiences and creative storytelling to deliver the message.

Ethical Considerations

Influencing consumer behaviour also comes with responsibilities. Transparent practices and respect for consumer privacy are crucial. Misleading advertisements or invasive data collection can harm brand reputation and erode trust. Ethical marketing ensures long-term consumer relationships and sustainable success.

Emerging Trends in Consumer Influence

The landscape of influencing consumer behaviour is continuously evolving

1. Sustainability and Purpose-Driven Marketing

Consumers increasingly align with brands that champion sustainability and social causes. Highlighting eco-friendly practices or supporting charitable initiatives enhances brand appeal.

2. Interactive and Immersive Experiences

Virtual Reality (VR) and Augmented Reality (AR) are redefining shopping experiences. From virtual try-ons to 360-degree product views, these technologies engage consumers more effectively.

3. AI-Powered Assistants

Virtual assistants like Alexa and chatbots streamline purchasing processes, influencing consumer behaviour by offering personalized recommendations and hassle-free shopping



Beyond Shopping: How Malls Are Shaping Communities and Creating Lasting Memories



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MALL MAESTRO



Sunil Munshi
Sr Vice President
Orion Malls, Brigade Group

Sunil Munshi serves as the Vice President of Orion Malls, leading the Retail Vertical of the Brigade Group. Since joining Orion Malls in 2012, he has taken charge of business operations, driving growth and excellence. Throughout his career in various lifestyle and retail organizations, Sunil has successfully led teams to achieve significant milestones and elevated businesses to remarkable heights.

Recognized for his contributions to the industry, he has received the prestigious “Most Influential Shopping Centre Professionals” award twice. Sunil has held key leadership roles in some of India’s foremost organizations, including Shoppers Stop, Future Group, Pioneer Property Zone, and now the Brigade Group.

Beyond his professional endeavors, Sunil is passionate about travel, reading, films, music, and sports, showcasing his diverse interests and well-rounded personality.

While many of us often consider a shopping mall simply as a place for shopping, entertainment, or a casual hangout, I firmly believe it holds far greater significance. A mall is not just a retail space; it is a vibrant community hub, a venue where cherished memories are created. It’s a place where families can spend quality time together, where friends can bond over shared experiences, and where moments of joy are created and remembered long after the visit has ended.

Having spent over three decades in retail and mall management, I’ve had the privilege of working across three distinct regions: the West, North, and South of the country. Each of these regions has its own unique culture, work ethic, and, perhaps most importantly, distinct customer behaviours. However, there’s one constant that unites them all: customers are always seeking a place where they can come together

with their loved ones and create lasting memories. Whether it’s a special day out, a birthday celebration, or simply a relaxed weekend, people are looking for a space that offers them more than just products; they want an experience.

A mall’s journey to success is never a straight forward one. It’s shaped by a variety of factors that contribute to its overall appeal and functionality. Location, architecture, interior design, the right retail mix, and the people behind the vision are all integral elements that influence the mall’s success. A well-curated mall succeeds when these elements are thoughtfully integrated to create an environment where both shoppers and retailers thrive. It’s not just about offering a wide array of stores or entertainment options; it’s about crafting an experience that resonates with visitors on a deeper level.

Orion Mall, developed by Brigade Group, stands as a perfect example of how these elements can come together to create an exceptional experience. Its design is nothing short of spectacular, with architecture that blends modern aesthetics with functional elegance. The brand mix is thoughtfully curated to appeal to a wide range of tastes and preferences, while the mall’s marketing initiatives are constantly evolving to meet the ever-changing needs of customers. But perhaps what sets Orion Mall apart is its stunning lakeside location. This beautiful setting offers breathtaking views and provides an idyllic backdrop for visitors to relax, unwind, and create lasting memories with loved ones.

It’s incredibly satisfying to witness the success of the brands within Orion Mall, as many of them are not just achieving remarkable sales at Orion mall but are also among the top-performing stores in South India. In fact, several of our stores have become leaders in their respective categories, setting new benchmarks for excellence in the retail industry. This success speaks volumes about the power of creating an environment where both shoppers and brands are given the opportunity to thrive. It’s a testament to the mall’s ability to foster an atmosphere that nurtures growth, encourages engagement, and ultimately leads to sustained success for all involved.





The Role of Technology in Shopping Mall Security

In an era where shopping malls are much more than retail hubs, serving as entertainment centres and social gathering spaces, ensuring the safety of visitors and retailers has become paramount. As the nature of threats evolves, so must the approaches to security. Technology plays a pivotal role in addressing these challenges, enabling malls to provide a safe and enjoyable environment for all.

loitering in restricted areas, or abandoned objects. These systems can trigger immediate alerts, allowing security personnel to respond promptly and potentially prevent incidents before they escalate.

Facial recognition technology, another AI application, adds an extra layer of security by



The role of technology in shopping mall security is both transformative and indispensable. From AI-powered surveillance and smart access controls to drones, IoT devices, and data analytics, these innovations address modern security challenges with unparalleled efficiency. By adopting these technologies, shopping malls can ensure the safety of their patrons and retailers while enhancing the overall visitor experience. As threats evolve, so must the commitment to leveraging technology to create secure and welcoming environments.

AI-Powered Surveillance Systems

One of the most significant advancements in shopping mall security is the use of artificial intelligence (AI) in surveillance systems. Traditional CCTV cameras, while effective, are limited by their reliance on human monitoring. AI-powered cameras, on the other hand, can analyse video feeds in real time to detect unusual activities, such as unauthorized access,

identifying individuals flagged in criminal databases. This proactive approach helps in mitigating risks and maintaining a secure environment.

Smart Access Control Systems

Controlling access to sensitive areas within a mall is crucial for ensuring security. Traditional locks and key systems are being replaced by smart access control technologies that utilize biometrics, RFID (Radio-Frequency Identification), and mobile credentials. Biometric systems, such as fingerprint or retina scanners, ensure that only authorized personnel can access restricted zones, such as management offices, storage rooms, or IT hubs.

RFID-enabled systems are particularly useful in managing the flow of goods into and out of malls, preventing theft and ensuring accountability in inventory management. Mobile credentials further enhance convenience and security by allowing access through smartphones, reducing the need for physical keys or cards.

Drones and Robotics

Drones and robotics are emerging as game-changers in shopping mall security. Drones equipped with high-resolution cameras and thermal imaging can patrol large areas, especially during off-hours, and provide live feeds to security teams. They are particularly useful for monitoring rooftops, parking lots, and other hard-to-reach areas.

Security robots, designed with sensors and AI capabilities, can patrol mall premises, detect anomalies, and even interact with visitors to aid. These robots can complement human security personnel, taking on routine tasks and allowing staff to focus on critical issues.

IoT and Smart Sensors

The Internet of Things (IoT) has revolutionized the way shopping malls manage security. IoT-enabled sensors can monitor various parameters such as temperature, smoke, or unusual vibrations, providing real-time alerts to potential hazards like fires or structural issues. These sensors can also be integrated into building management systems to automate responses, such as activating fire suppression systems or shutting down elevators in case of an emergency.

Additionally, IoT devices can track the movement of people within the mall, providing valuable data for crowd management during peak hours or special events. This capability helps in preventing overcrowding and ensuring smooth evacuation during emergencies.

Cybersecurity Measures

As malls increasingly adopt digital systems for operations, cybersecurity has become a critical aspect of overall security. Point-of-sale (POS) systems, Wi-Fi networks, and digital signage are vulnerable to cyberattacks that can compromise customer data and disrupt operations. Implementing robust cybersecurity measures, such as firewalls, encryption, and regular vulnerability assessments, is essential. Malls can also employ AI-driven cybersecurity tools that detect and neutralize threats in real-time. Educating retailers and staff about phishing scams and other cyber threats is another vital step in fortifying digital security.

Emergency Response Systems

Advanced communication technologies enhance the effectiveness of emergency response systems in malls. Mass notification systems (MNS) can broadcast alerts through various channels, including loudspeakers, text messages, and app notifications, ensuring that everyone on the premises is informed during a crisis.

Integration with AI and IoT devices enables these systems to provide location-specific instructions, such as guiding visitors to the nearest exit. Mobile apps designed for mall security can allow visitors to report suspicious activities directly to security teams, fostering a collaborative approach to safety.

Data Analytics for Predictive Security

Data analytics is becoming an integral part of shopping mall security strategies. By analysing historical data, malls can identify patterns and predict potential security challenges. For instance, analysing visitor footfall data can help in deploying additional security personnel during high-traffic times. Similarly, reviewing past incidents can provide insights into vulnerabilities, enabling management to address them proactively. Predictive analytics also aids in optimizing resource allocation, ensuring that security efforts are both effective and cost-efficient.

Balancing Security and Visitor Experience

While advanced technologies significantly enhance security, it is essential to ensure that they do not compromise the visitor experience. Overly intrusive measures, such as excessive surveillance or frequent checks, can deter visitors and affect the mall's reputation. Striking a balance between robust security and customer convenience is key. Integrating technology seamlessly into the mall environment, coupled with transparent communication about its purpose, can help visitors feel safe without feeling monitored. Training security personnel to use these technologies effectively and maintain a customer-friendly demeanour is equally important.



Satyen Momaya Ceo : Celio India



Your accomplishments are truly inspiring. We are eager to delve into your background and explore the experiences that have shaped your journey to its current success.

My journey has been driven by a passion for creating meaningful connections between brands and consumers. Over the years, I've been fortunate to lead dynamic teams and navigate ever-changing markets across consumer electronics telecom and apparel retail. Embracing innovation, staying consumer-focused, and fostering collaborative work cultures have been pivotal. Each challenge has been a lesson, and every success a milestone in the pursuit of building a brand that resonates deeply with its audience.

Can you share an overview of Celio's journey in the Indian market so far?

Celio entered India over a decade ago with the aim of redefining men's fashion. Over the years, we've evolved from being a premium niche player to a widely recognized brand synonymous with style and comfort. Through consistent quality, strategic collaborations, and a strong retail presence, we've strengthened our position as a go-to choice for men who seek versatile and trendy wardrobe solutions. India continues to be a cornerstone of Celio's global growth strategy.

How has Celio positioned itself in the highly competitive Indian fashion retail market?

Celio has carved its niche by offering European-inspired designs tailored to the preferences of the Indian consumer. We focus on a balance of timeless classics and contemporary trends, ensuring versatility for our customers. Through collaborations with influencers, campaigns centered on Indian festivals, and

exclusive collections, we've created a distinct identity that resonates with modern, style-conscious men.

What strategies have you adopted to connect with the modern Indian consumer?

We focus on understanding our consumers' evolving preferences. Our strategies include curating collections that blend global trends with local sensibilities, new age marketing with extensive use of AI. Additionally, focus on content-driven marketing, influencer collaborations, and experiential events ensure we stay relevant to today's digitally savvy consumer.

How do you perceive the evolving trends in men's fashion in India? What role has Celio played in shaping these trends?

Men's fashion in India is evolving towards individuality. There's a rising preference for versatile, casual, yet stylish apparel that adapts to work and leisure. Celio has been at the forefront of this shift, introducing globally-inspired collections tailored to the Indian audience. From smart casuals to our licensed anime collections, we've consistently pushed boundaries, making effortless fashion accessible and redefining the way Indian men perceive style.

Can you elaborate on Celio's current presence across India, including malls and high streets? Are there any plans for expansion into Tier 2 and Tier 3 cities?

We have a strong multi channel presence with 500 + Point of sale with leading Department stores, SIS & 65 exclusive brand stores across 25 cities, we are planning to aggressively expand our retail footprint to 100 stores in the next two to three years. We have identified significant opportunities in retail, particularly in expanding direct retail stores, and have located approximately 40 malls and nine high streets for expansion, aiming to open around 50 stores within our existing cities. We recognize the growing demand in Tier 2 and Tier 3 cities plan to expand into tier-two and tier-three cities with additional 50 to 60 stores. In the last 18 months, Celio has added nearly 20 stores to its network. We are present in premium malls and high streets across cities like Mumbai, Delhi, and Bangalore, as well as emerging markets like Hisar, Calicut, and Coimbatore.

How does Celio integrate its online and offline presence to provide a seamless shopping experience?

We believe in creating an omnichannel experience. Our customers can explore collections online, reserve products, and pick them up in stores. We also ensure consistent

branding and service across platforms, supported by digital innovations like virtual try-ons and personalized recommendations to enhance convenience.

How significant is e-commerce for Celio in India's retail landscape?

E-commerce is a vital pillar of our growth strategy in India. With increasing digital adoption, our online sales contribute significantly to revenue. Currently, 7 per cent of the company's revenue comes from e-commerce platforms such as Myntra, Ajo, and Amazon, and we expect about 12 to 14 per cent of our revenue coming from digital. We recently revamped our D2C website with simpler and richer UI & UX experience for consumers.

Sustainability is gaining traction in fashion retail. What initiatives has Celio taken towards sustainable practices?

Sustainability is integral to Celio's ethos. We've introduced eco-friendly collections, reduced packaging waste, and optimized our supply chain to minimize our carbon footprint. Our long-term goal is to make sustainability a norm rather than an exception in our operations.

How would you leverage data analytics and AI to enhance customer experience and optimize operations?

Data analytics and AI enable us to predict trends, optimize inventory, and deliver personalized recommendations. By analyzing shopping behavior, we enhance customer experiences while streamlining operations. These tools also help us make informed decisions, ensuring our strategies align with market demands.

How important are shopping malls in Celio's growth strategy?

Shopping malls are crucial for building brand visibility and creating experiential touchpoints. They allow us to connect with a diverse audience, providing an immersive brand experience through flagship stores and exclusive launches.

Can you share your thoughts on the evolving role of malls in providing brand visibility and customer engagement?

Malls have transformed into lifestyle destinations, offering more than just retail. They play a pivotal role in brand visibility, fostering immersive experiences that go beyond shopping. Celio leverages this evolution by hosting pop-ups, fashion shows, and curated events to engage customers. Malls allow us to showcase our collections in a setting that aligns with our premium positioning while fostering meaningful interactions with shoppers.

What is your vision for Celio in India over the next 3-5 years?

Along with being the leading Frenchmen's wear brand in the country we want to be one of the major players in the India men's ready to wear market.

What are the biggest challenges Celio has faced in the Indian market, and how have you addressed them?

Adapting to diverse consumer preferences in India and navigating economic fluctuations have been challenges. To address this, we've localized our offerings, blending global designs with Indian sensibilities. We've also focused on an omni-channel approach to counter disruptions, ensuring a seamless shopping experience. Strategic pricing and partnerships with key retail platforms have further helped us overcome challenges and sustain our growth trajectory.

Where do you see the biggest opportunities for growth in the coming years?

The biggest opportunities lie in tapping the untapped potential of Tier 2 and Tier 3 cities, leveraging e-commerce, and embracing sustainable fashion. With rising disposable incomes and evolving fashion sensibilities, smaller cities present immense growth potential. Digital-first strategies and personalized customer experiences will continue to drive engagement. Additionally, sustainable practices and innovative collections will position Celio as a brand that resonates with the conscious consumer.

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

Balancing professional and personal life requires prioritization and delegation. I ensure to spend quality time with family, maintain a fitness routine, and reflect daily. A supportive team at Celio helps me focus on strategic goals without compromising personal commitments.

How would you characterize success? What essential habits should young executives nurture to boost their odds of achieving success?

Success is about consistent sustainable growth and making a positive impact. For young executives, habits like curiosity, adaptability, and disciplined execution are vital. Building strong relationships and staying grounded while pursuing ambitious goals are equally important.

Name an individual whose life and accomplishments inspire you the most and why?

Ratan Tata's visionary leadership, humility, and commitment to social responsibility are truly inspiring. His ability to blend business excellence with a purpose-driven approach is a model I deeply admire



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17th January 2025

3.00PM to 4.00PM

Ritual Marketing: Building Habits & Communities in Shopping Centers



SHOPPING CENTRES
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CMO'S
DESK



Prasad Rane
CMO of PPZ

This column serves as a hub for thought leadership and actionable insights on brand and marketing strategies, emphasizing the dynamic interplay between commerce and community. Each month, we delve into diverse topics such as data-driven marketing, sustainability, storytelling, digital transformation, community engagement, and beyond.

Featuring contributions from industry leaders who have excelled in their fields, this column has become a trusted resource. It continues to provide immense value to marketing professionals striving to stay ahead in the fast-evolving shopping centre landscape.

Shopping centers today are more than just places to shop—they are becoming integral parts of people's daily lives. A transformative strategy to strengthen this connection is Ritual Marketing. This approach focuses on identifying behaviors, embedding them into customers' routines, and fostering consistent habits. For malls, this means crafting regular, value-driven experiences that go beyond shopping and position the mall as a community hub.

Understanding Ritual Marketing

At its core, ritual marketing is about creating habitual engagement. This involves consistent programming and activities that seamlessly integrate into customers' lives, encouraging them to return regularly. The goal is to form predictable, recurring interactions that make the shopping center an essential part of their lifestyle.

The Power of Habit in Malls

Research shows that habits are formed through repetition and emotional resonance. If shopping centers can identify existing behaviors and enhance them with convenience, value, or emotional appeal, they can transform occasional visitors into loyal, repeat customers.

For example:

- Morning rituals like yoga, Zumba, or wellness sessions can position a mall as the go-to space for fitness enthusiasts.
- Weekend family time can be elevated with consistent offerings such as storytelling sessions for kids or hands-on creative workshops.

These small, recurring actions create a sense of belonging and ownership among visitors, turning them into long-term advocates for the mall.

Building Communities through Rituals

At its heart, ritual marketing is about building communities. By turning activities into traditions, malls can foster a sense of belonging among visitors. These rituals also offer opportunities for cross-promotions with brands, adding value for both customers and partners.

How to Implement Ritual Marketing in Shopping Centers

Have given some examples & practical ways to implement ritual marketing strategies that form habits & foster community engagement:

Work-from-Mall Initiatives:

● **Behaviour to Tap:** With the rise of remote work, professionals are seeking comfortable, distraction-free environments outside their homes.

● **Implementation:** Create designated workspaces in underutilized areas of the mall. Offer perks like free Wi-Fi, charging stations, and discounted coffee. Consistently host networking events, skill workshops, or lunchtime talks to keep professionals coming back.

● **Example:** A mall in Gurgaon introduced a co-working hub within the food court during weekdays, offering special lunch packages for professionals. This initiative saw a steady stream of visitors who turned the space into their "second office."

Morning Wellness Sessions:

● **Behaviour to Tap:** Health-conscious individuals often look for engaging fitness activities near their homes or workplaces.



● **Implementation:** Regular morning yoga, Zumba, or guided meditation sessions in open areas of the mall. Partner with fitness brands to offer memberships, discounts, or trial classes.

● **Example:** Hosting weekly “Run Club” sessions, followed by healthy breakfast pop-ups featuring organic food brands.

Cultural & Seasonal Celebrations:

● **Behaviour to Tap:** Festivals and cultural events are natural points of connection for communities.

● **Implementation:** Create monthly or seasonal cultural rituals. For example, host a “Craft Saturdays” series where families can learn rangoli, pottery, or traditional dance.

● **Example:** During Diwali, malls can invite customers to light diyas in a dedicated festive area, creating a tradition that families return to every year.

Family-Centric Weekend Rituals:

● **Behaviour to Tap:** Families seek activities that engage all age groups.

● **Implementation:** Create a dedicated calendar for family-friendly events such as movie mornings for kids, DIY craft workshops, or even storytelling sessions.

● **Example:** A Chennai mall partnered with a children’s book publisher to host weekly storytelling sessions, encouraging kids and parents to participate together.

Art & Music Events:

● **Behaviour to Tap:** Art and music enthusiasts are always looking for unique experiences.

● **Implementation:** Host monthly open-mic nights, live acoustic performances, or art exhibitions. Encourage community participation to create a sense of ownership and loyalty.

● **Example:** Launch a quarterly “Art for All” series where local artists can display their work, combined with art workshops for attendees.

The Role of Technology in Ritual Marketing

Technology plays a pivotal role in scaling ritual marketing:

● **Mobile Apps:** Promote upcoming events, collect feedback, and offer personalized recommendations.

● **Loyalty Programs:** Reward regular visitors with points for attending rituals, redeemable at partner outlets.

● **Digital Signage:** Use screens throughout the mall to announce upcoming rituals, ensuring visitors are aware of the consistent calendar.

The Future of Ritual Marketing in Shopping Centres

As consumer preferences evolve, the importance of creating consistent, engaging experiences will only grow. Ritual marketing provides a framework for malls to position themselves not just as shopping destinations, but as integral parts of their customers’ lives.

By embedding rituals into the core of the shopping center’s strategy, malls can ensure long-term loyalty, sustainable footfall, and deeper connections with their communities. The question isn’t whether to adopt ritual marketing—it’s how soon malls can start identifying these behaviors and turning them into habits...

This December, as we reflect on the year, the perfect time to think about the rituals we can create to make our malls not just places to visit, but places to belong.





The Role of Food Courts in Enhancing the Mall's Brand Image

Food courts have become cornerstone attractions in shopping malls, significantly shaping their brand identity. No longer just dining areas, they have transformed into lifestyle hubs that mirror a mall's values, customer focus, and unique appeal. By offering curated dining experiences, fostering community engagement, and drawing foot traffic, food courts now play a pivotal role in defining a mall's overall brand.

From Dining Spaces to Culinary Destinations

Modern food courts have evolved into culinary hotspots that elevate the mall experience. Investments in unique food concepts and engaging environments have pushed them beyond traditional dining spaces. This evolution includes:

- **Curated Dining Experiences:** Featuring artisanal eateries, chef-driven concepts, and fusion cuisines, food courts now cater to food enthusiasts.
- **Thematic Designs:** Many food courts are designed with thematic interiors, vibrant seating arrangements, and Instagram-worthy aesthetics, creating an inviting and memorable atmosphere.
- **Live Entertainment:** Events such as live music, cooking demonstrations, and cultural showcases add a dynamic social and entertainment value.

A thoughtfully designed food court with a wide array of culinary offerings can set a mall apart from competitors. Including local specialties, global chains, and niche eateries makes the mall a destination for food lovers. For example, Dubai Mall's food court blends fine dining with casual options, reinforcing its image as a luxurious shopping destination.

Enhancing the Customer Experience

Aesthetics, comfort, and functionality are key to creating food courts that elevate the overall customer journey. Spacious layouts, vibrant decor, and thematic designs leave a lasting impression. For instance, Westfield London's food court features innovative seating and natural lighting, aligning with the mall's premium branding.

Showcasing Cultural Diversity

Food courts act as cultural showcases by offering diverse cuisines that appeal to a wide audience. Highlighting regional food vendors and cultural dishes strengthens community connec-

tions
Driving Foot Traffic and Social Engagement
A vibrant food court attracts visitors who might not otherwise frequent the mall. Seasonal food festivals, live cooking shows, and pop-up eateries encourage engagement and establish the mall as a lively social destination.

Supporting Sustainability and Innovation

Incorporating sustainability into food court operations—through eco-friendly packaging and effective waste management—aligns malls with socially responsible branding. The Mall of America's food court excels in sustainable practices like composting and promoting local sourcing, reinforcing its environmentally conscious identity.

Case Studies

SM Megamall, Philippines

SM Megamall's Mega Food Hall merges culinary excellence with entertainment. Its mix of artisanal eateries, local favourites, and global brands has turned it into a standalone attraction, solidifying the mall's reputation as a modern, family-friendly destination.

The Galleria, Houston

The Galleria's food court emphasizes luxury dining with high-end restaurants and chef-led concepts, complementing the mall's upscale retail offerings. This approach ensures brand consistency and positions the mall as a premier shopping and dining destination.

VivoCity, Singapore

This waterfront mall's food court offers a vibrant mix of local and international cuisines. Designed as a social hub with communal tables and a lively atmosphere, VivoCity's food court attracts families, professionals, and tourists, reinforcing its diverse appeal.



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Stress-Free Leadership: How Managers Can Set the Tone - Anjiv kumar



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THOUGHT LEADERSHIP

In today's fast-paced and demanding work environments, stress significantly affects employee performance, job satisfaction, and overall well-being. It often results in reduced productivity, higher absenteeism, and increased turnover rates. Acknowledging the harmful impact of stress is the first step toward addressing it effectively.

Managers hold a pivotal role in shaping workplace culture and fostering the well-being of their teams. By embracing a stress-free leadership style, they can cultivate a positive and thriving work environment that promotes productivity and employee satisfaction.

Key Strategies for Stress-Free Leadership

1. Lead by Example: Practice What You Preach
Effective leaders set the tone for their teams by embodying the behaviours and values they wish to see in others. This includes demonstrating integrity, resilience, and dedication daily. For example, if a manager emphasizes punctuality, they should consistently arrive on time for meetings. When leaders model stress management strategies, such as taking breaks and maintaining work-life balance, they send a clear message that well-being matters. Actions speak louder than words, and practicing what you preach builds trust, inspires respect, and motivates teams to follow suit.

2. Foster a Positive Work Culture

●**Open Communication:** Create a culture of open and honest communication where employees feel comfortable sharing their concerns and ideas.

●**Positive Reinforcement:** Recognize and appreciate your team's efforts. Positive reinforcement boosts morale and reduces stress.

●**Team Building Activities:** Organize team-building activities to strengthen relationships and promote camaraderie.

●**Flexible Work Arrangements:** Consider offering flexible work options, such as remote work or flexible hours, to accommodate your team's needs.

3. Effective Time Management

●**Prioritize Tasks:** Help your team prioritize tasks

and focus on the most important ones.

●**Time Management Techniques:** Teach your team effective time management techniques, such as the Pomodoro Technique or time blocking.

●**Avoid Micromanagement:** Trust your team to manage their time effectively. Micromanagement increases stress levels and hinders productivity.

4. Clear Expectations

●**Clear Communication:** Clearly communicate expectations and deadlines to avoid confusion and unnecessary stress.

●**Realistic Goals:** Set achievable and realistic goals to prevent burnout.

●**Regular Check-ins:** Conduct regular check-ins to provide feedback and address any concerns.

5. Empower Your Team

●**Delegate Tasks:** Delegate tasks to empower your team and reduce your workload.

●**Decision-Making Authority:** Give your team the authority to make decisions within their scope of responsibility.

●**Professional Development:** Support your team's growth by providing opportunities for training and learning.

6. Encourage Work-Life Balance

●**Set Boundaries:** Encourage your team to set boundaries between work and personal life.

●**Discourage Overwork:** Discourage a culture of overwork and promote taking breaks.

●**Flexible Work Arrangements:** Offer flexible work arrangements to help your team balance their commitments.

7. Promote Mindfulness and Meditation

●**Mindfulness Techniques:** Introduce mindfulness practices, such as meditation and deep breathing, to help your team reduce stress and improve focus.

The Role of Active Listening and Empathy
Active listening is a cornerstone of effective leadership. It involves giving undivided attention,



maintaining eye contact, and responding thoughtfully to team members. By truly hearing employees' concerns, leaders can address challenges before they escalate, fostering an open and collaborative culture. This practice alleviates stress and strengthens the leader-employee bond.

Empathy allows leaders to connect with their teams on a personal level. Understanding and acknowledging emotions—whether it's excitement over a project or stress during busy

periods—demonstrates care and consideration. Empathetic leaders respond with support, such as offering flexible deadlines or recognition for hard work, which boosts morale and trust. Empathy transforms workplaces into spaces where individuals feel valued and understood. By adopting these strategies, managers can cultivate a stress-free work environment that promotes productivity, innovation, and employee satisfaction. Remember, leadership extends beyond task management to inspiring and supporting teams. Placing a strong emphasis on employee well-being builds a thriving and





Celio

Celio is a French Fashion Brand, established in 1978, it has become a global leader in men's fashion with a presence in over 50 countries across 1100 stores. It carries the latest international range in India of casual wear, denim wear & smart work wear through its exclusive 65 standalone stores across malls high streets and more than 700 shops in leading departmental

stores. Decoding trends, to offer smart and contemporary menswear, is the brand's forte. Celio also has one of widest Anime license collection in India. Showcasing collections oriented to the different moments of a man's life, Celio captures effortless style for men. Shop at www.celio.in

Five Decades of Being at the Forefront of Fashion



Emerged as a truly global brand, with stores in 50 countries across 6 continents

Continuously reinvented itself and stayed abreast of the latest fashion trends as it expanded into newer product categories, thereby becoming a complete wardrobe solution provider

Moving into women's wear with the acquisition of Camaieiu, a fashion forward brand with attributes similar to Celio



Paris Store



The Celio men and camaieiu women store in France

- 1970 • Opened 1st women's wear boutique under brand CLEO
- 1978 • Launch of Celio by Marc and Laurent Grosman, pivoting to men's clothing exclusively
- 1990 • Opened 100th EBO
- 1992 • Started retailing through shopping centers
- 1998 • Expanded internationally to Belgium, Italy and Spain
- 2007 • Launched brand CELIO CLUB for formal & business casual attire
- 2008 • Opened 1000th store globally
- 2009 • Launched brand website
- 2023 • Launch of new concept stores with brand universe
- 2024 • Acquired women's wear brand Camaieiu

Celio has continuously evolved to stay at the top of trending fashion preferences, strengthen the brand and expanded product portfolio

Flagship store at Phoenix palladium Mumbai





Yoga and Mental Health Amidst Environmental Stress

Environmental stress has become an inevitable aspect of modern life. Increasing levels of air and noise pollution, deforestation, climate change, and urban overcrowding expose individuals to conditions that significantly impact their mental well-being. Prolonged exposure to such stressors often results in anxiety, depression, and other mental health challenges.

Amid these difficulties, yoga offers a sanctuary for both mind and body, emerging as a beacon of hope. It provides effective tools for restoring mental balance and building resilience. Yoga practices not only address the immediate effects of pollution and noise but also promote long-term mental clarity and adaptability. By incorporating yoga into daily routines, individuals can navigate the complexities of contemporary life more effectively, fostering inner peace amidst external turmoil.

The Connection Between Environmental Stress and Mental Health

Environmental stress encompasses both physical and psychological burdens caused by our surroundings. Poor air quality, for example, can lead to respiratory issues and decreased oxygen supply, affecting brain function. Noise pollution disrupts sleep and contributes to irritability and anxiety. Urban congestion and limited access to green spaces can amplify feelings of isolation and stress. All these factors cumulatively burden the mind, creating a vicious cycle of mental and physical strain.

How Yoga Addresses Environmental Stress:

Yoga, with its holistic approach, addresses the impacts of environmental stress on multiple levels—physical, mental, and emotional. The practice includes asanas (physical postures), pranayama (breathing exercises), and meditation, each uniquely equipped to counteract environmental stressors.

1. Asanas for Physical Resilience: Regular practice of yoga postures strengthens the body, improves circulation, and enhances respiratory efficiency. Postures like Tadasana (Mountain Pose) and Balasana (Child's Pose) help in grounding oneself, reducing feelings of anxiety and fostering a sense of stability amidst chaos.

2. Pranayama for Emotional Balance: Breathing exercises such as Nadi Shodhana (Alternate Nostril Breathing) and Kapalabhati (Cleansing

Breath) are particularly effective in combating the physiological impacts of environmental pollution. These techniques improve oxygenation, cleanse the respiratory system, and calm the nervous system, mitigating stress-induced reactions.

3. Meditation for Mental Clarity: Meditation techniques like mindfulness and guided imagery help individuals detach from the constant onslaught of environmental stressors. By cultivating a state of inner peace, meditation fosters mental clarity, enhances focus, and reduces eco-anxiety—a rising concern related to climate change and environmental degradation.



Yoga in Urban Settings

One of yoga's strengths lies in its adaptability. In urban environments plagued by pollution and noise, yoga can be practiced indoors or in small, dedicated green spaces. Group yoga sessions in urban parks not only counteract feelings of isolation but also promote a sense of community. Moreover, the philosophy of yoga encourages individuals to connect with nature, inspiring sustainable habits such as reducing waste and conserving resources.

Building Resilience Through Yoga

Regular yoga practice builds resilience against environmental stress by enhancing the body's stress-response mechanisms. It reduces cortisol levels, improves heart rate variability, and boosts serotonin production, promoting overall mental well-being. Moreover, the discipline instills a sense of empowerment, helping individuals feel more in control of their responses to external stressors.



The History of Christmas Décor in Shopping Malls



SHOPPING CENTRES ASSOCIATION OF INDIA



FESTIVE WATCH

The Country Club Plaza in Kansas City, Missouri (USA), is renowned as the first shopping center to embrace the festive spirit of Christmas lights. This tradition began on December 25, 1925, when maintenance supervisor Charles "Pete" Pitrat hung a single strand of coloured lights above the Mill Creek Building (one of the mall blocks). Initially modest, this act marked the beginning of a beloved holiday custom that has since evolved into a spectacular display attracting visitors from far and wide.

The Thought Behind the Initiative

J.C. Nichols envisioned the Plaza as a vibrant shopping destination that combined leisure and commerce. The original lighting initiative was not just about decoration; it aimed to draw visitors during economically challenging times. By 1930, the lighting ceremony had transformed into a community event, symbolizing hope and joy during the holiday season. Today, the Plaza boasts over ****200,000 lights****, captivating nearly ****100,000 attendees**** each Thanks giving for its annual lighting ceremony.

The Evolution of Christmas Decor in Malls

The success of Country Club Plaza inspired shopping centers across the United States to adopt elaborate Christmas decor initiatives. Notable examples include:

- **Mall of America:** Hosts an annual winter wonderland featuring a massive Christmas tree and interactive displays.

- **Westfield Valley Fair:** Features themed decorations and live performances to engage visitors.

- **South Coast Plaza:** Known for its stunning art installations and extravagant holiday displays. The Northgate Mall Christmas Tree Initiative In 1950, Northgate Mall in Seattle made history by erecting the world's tallest Christmas tree to mark its first holiday season. Standing at an astonishing 212 feet, this Douglas fir became a centerpiece for holiday festivities. The tree was transported from a nearby forest, stripped of its branches for easier transport, and adorned with nearly 3,600 multi-coloured lights. This ambitious project not only drew attention to the newly opened mall but also established it as a cultural landmark in Seattle. The effort cost around \$27,000 (equivalent to over \$300,000 today) but paid off by attracting shoppers and solidifying Northgate's place in holiday tradition Christmas Decor in Indian Shopping Malls



In India, Christmas decor has also gained prominence in shopping malls, reflecting a blend of tradition and modernity. Malls across major cities have transformed into festive wonderlands, showcasing elaborate decorations that cater to diverse audiences.

Case Studies of Indian Malls

- 1. Orion Mall, Bengaluru:** Some time ago, Orion Mall unveiled India's first digital Christmas tree standing at ****85 feet****, illuminated with LED animations depicting snowflakes and Santa Claus. The theme "Christmas Bash – A Magical Experience" included live concerts and engaging activities for families

- 2. Phoenix Mall of Asia, Bengaluru:** Home to the tallest Christmas tree in India at 100 feet last year, this mall featured a life-sized gingerbread house and a European-themed market offering festive merchandise.

- 3. Select Citywalk, New Delhi:** This mall erected a magical-themed castle adorned with unicorns and hosted interactive performances that elevate the holiday experience.

4. Lulu Mall: Across its locations, Lulu Mall has created vibrant Christmas-themed spectacles featuring towering trees and engaging activities in collaboration with other brands.

5. Infiniti Mall, Mumbai: Known for its upscale decor, Infiniti Mall features performances by international artists alongside traditional Indian festivities.

The Significance of Christmas Decor Today

As we approach 2024, the significance of Christmas decor in shopping malls continues to grow. For Indian consumers, these decorations are more than just visual spectacles; they represent an opportunity for community engagement and celebration.

Why Customers Look Forward to Holiday Decor

●**Cultural Fusion:** In India, where Christmas is celebrated by diverse communities irrespective of religious backgrounds, mall decorations symbolize unity and inclusiveness.

●**Memorable Experiences:** Families visit malls not just for shopping but to create lasting memories through immersive experiences like themed events and photo opportunities.

●**Nostalgia and Tradition:** Many patrons associate holiday decorations with cherished childhood memories, making mall visits an integral part of their festive traditions.

The evolution of Christmas decor from Country Club Plaza to contemporary malls in India illustrates how festive decorations have become essential to enhancing customer experiences during the holiday season. As malls invest significantly in innovative decor and engaging activities, they not only attract foot traffic but also foster community spirit and create cherished memories for families celebrating together. As we look ahead to future holiday seasons, these vibrant displays will continue to play a pivotal role in shaping how consumers connect with their communities during this joyous time of year.

***Authored By: A Passionate Mall Researcher**





Lulu Mall opens in Kottayam, Kerala



Bengaluru: Multinational conglomerate company Lulu Group has unveiled its newest neighbourhood shopping mall in Kottayam, Kerala.

Covering an area of over 2.5 lakh sq. ft., the mall will feature more than 20 brands spanning regional, national, and international names in fashion, lifestyle, and beauty, including SWA Diamonds, Celio, Louis Philippe, Van Heusen, and Mamaearth.

"Lulu Mall Kottayam opens its doors for customers today, 14 December 2024. Lulu Hypermarket is ready to serve you with all the best to make your everyday shopping experience world class," said Shibu Philips, director – shopping malls at Lulu Group India, in a LinkedIn post.

The newly opened mall is part of Lulu Group's mini-mall expansion strategy targeting Kerala's tier-3 markets. Designed in a compact format, its primary focus is on Lulu Hypermarket and daily shopping needs.

The 1.4 lakh sq. ft. Lulu Hypermarket, along with Lulu Fashion Store, Lulu Connect, and Funtura, will serve as the mall's anchor stores, marking their debut in Kottayam. Read more about the mall here.

Kottayam is now the 10th city in India where Lulu Group established a presence, after Kochi, Thiruvananthapuram, Bengaluru, Lucknow, Hyderabad, Coimbatore, Palakkad, and Kozhikode.

F&B pricing key strategy for smaller theatres to bolster footfalls



With theatre chain Mukta A2 Cinemas having announced Rs.99 cap on food and beverages across all properties and titles, trade experts say it is a viable move for non-national, small and independent cinema chains to relook F&B pricing and continue to price them nominally even if ticket rates remain variable according to films and often dictated by producers.



Activities at Ambuja City Centre Malls

CC1 Street Food Festival – 15th to 17th November CCI organized a Street Food Festival for the all their Mall visitors.



Allu Arjun Visit in Taj City Centre Patna – Allu Arjun Visited Taj City Centre Hotel, as a part of his Promotional Campaign on 17th November 2024



CCNT Karate Event – National Full Contact Karate Championship happened from 15th to 17th November 2024 in association with All India Full Contact Karate Championship



EVENT WATCH

Crossword Book Fest Patna – Crossword Book Fest happened from 21st November to 1st December only at Patna City Centre Mall.



Euphony Band Performance in Saltlake CC Mall – Euphony Band performed on 29th November 2024 at CCI and initiated the Christmas Celebration in Ambuja Mall.



Orange Fest Saltlake CCI – Himalayan Orange Tourism Festival held from December 6–8, 2024, at City Centre Saltlake.



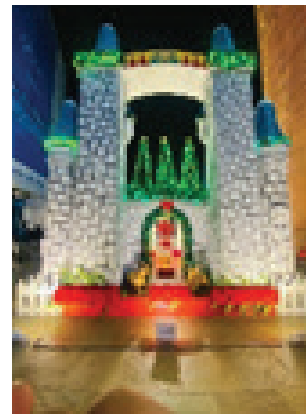
Salman Ali Event at Siliguri – Bolly Fame Salman Ali performed for the first time in SiliguriMonta Vista on 16th November at 8 pm. The event was done through tickets and in association with Montana Vista, Datura Events, Wow momo. The initiative was taken by City Centre Mall Siliguri.



Neo Champ Meet at Siliguri - On the occasion of Salman Ali Event, Siliguri City Centre Mall, invited 6 Influencers from Siliguri to cover the event and promote brand at their network.



Christmas Decor at all City Centre Mall - This Christmas all the City Centre Malls across all cities decked up with festive looks completely. Sharing some images.



Retail Employee Day

Prozone Mall, Aurangabad



Lulu Mall, Kochi



Lulu mall, Hyderabad



Y Mall, TriPayar



Zingeria Opening at Aero Mall (Pune)

In a move that's set to revolutionize the entertainment landscape in Pune, Zingeria, a cutting-edge gaming centre, has launched its brand-new store at Aero Mall. This futuristic gaming hub promises to take kids and adults on an unparalleled adventure, with its vast array of new-age games and immersive experiences.



Nexus Seawoods – Digital Innovation

Nexus Seawoods takes pride in unveiling Maharashtra's first and largest Cuboid Anamorphic Screen setting a new benchmark in digital innovation and immersive experiences. This cutting-edge installation enhances the shopping and entertainment experience for shoppers, delivering mesmerizing 3D visuals and redefining how stories are brought to life. It is a pioneering step in transforming visual

storytelling and a stunning addition to the mall, captivating audiences with hyper-realistic graphics and animations. Perfect for brand activations, live events, and festive celebrations, it promises unmatched engagement. This launch aligns commitment to innovation, excellence, and creating unforgettable experiences for its shoppers and brand partners.



West Point Mall, Gangtok



West Point Mall is a large, modern mall with a wide variety of traditional and international fashion brands, Entertainment, Food Court, restaurants. It is located in the heart of Gangtok city near M.G. Marg which is first of its kind in this region having all the modern facilities like fully air conditioned , professionally managed car parking service and security coverage area making it easily accessible to both locals and tourists. The mall has a multi-level parking, multiplex along with a 5 Star hotel, and a grand plaza in various levels, making it a convenient place for customers to shop and dine.

The under-construction project has the following amenities:

- 4 Level Parking (mechanical) with 450 car parks capacity
- 3 Level Retails
- 2 Level Food Court & Multiplex
- 5 Level Hotel



Christmas Decoration in Malls

AMBIENCE MALL GURGAON



AMBIENCE MALL VASANT KUNJ



INORBIT MALL, VADODARA



METRO JUNCTION MALL



PHOENIX MALL OF THE MILLENIUM



REACH 3 ROADS



ACROPOLIS MALL, KOLKATA



We have introduced a new column called "Readers' View" to gather our readers' perspectives on the magazine's content. Your insights will help us make **Mall Talk** even more relevant and valuable for the industry.

We welcome your feedback at editormt2008@gmail.com



SHOPPING CENTRES
ASSOCIATION OF INDIA

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