



IMAGES SHOPPING CENTRE AWARDS 2018

– By Shopping Centre News Bureau

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The 11th annual 'IMAGES Shopping Centre Awards 2018 (ISCA 2018)', were held on April 11, 2018 at Hotel Renaissance, Mumbai. This year ISCA 2018 honoured the giants of the Shopping Centre Industry – those who upped the ante and many an eyebrow in the FY 2017-18, setting benchmarks and creating landmarks at a time when the digital commerce explosion is challenging retail businesses to reinvent and redraw their approach to consumers. Independent analysts and IPCs – who have been key observers of the developments in this industry – were invited by IMAGES Group to participate in ISCA 2018's decision-making process.

The Process

Over 200 top brands and retailers – including their respective Business Development/ Operations/ Marketing & Retail team members and associates – were involved in the selection process to shortlist the best performing malls this year. Tenants in shopping centers with different retail verticals, formats and consumer segments joined in to rank malls on the basis of their overall performance including metrics such as marketing promotion initiatives, trading density and ROI. Nominations were invited from across the industry, which was then carefully evaluated and scrutinized in accordance with given parameters – innovative campaigns, promotions concepts and consumer experience – before being finally presented to a jury consisting of eminent personalities who gave the final verdict. The coveted trophies were then presented to malls for their achievements in the year 2017-18 in a glittering ceremony. The event was attended by the who's who of India's Shopping Centre Industry, prominent organisational, business and category heads from the country's leading shopping malls, fashion and retail companies.

The jury comprised of distinguished personalities in the field of research and consulting retail support and advisory including Anuj Puri, Chairman, Anarock; Anshul Jain, Country Head & MD, Cushman & Wakefield; Pankaj Renjhen, MD – Retail Services, JLL India; Harminder Sahni, Founder, Wazir Advisors; Shishir Bajjal, CMD, Knight Frank India; Anshuman Magazine, Chairman, India and South East Asia, CBRE; Bijou Kurien, Strategy Board Member, L Catterton Asia Holding.

The retailers who were a part of the jury included Harmeet Bajaj, Director, Impresario Entertainment & Hospitality; Rishab Soni, MD, SSIPL; Vasanth Kumar, MD Lifestyle Int.; Abhishek Ganguli, MD, Puma India; Sumitro Ghosh, CEO, Tata, Starbucks; Vineet Gautam, CEO, Bestseller Group India; Rahul Singh, President NRAI and Founder Beer Café; Sahil Malik, MD, Da Milano; Dilip Kapur, Founder & President, Hidesign; Kavindra Mishra, CEO & MD, Pepe Jeans London (India); Manish Mandhana, CEO, Mandhana Retail Ventures (Being Human); Shriti Malhotra, COO, The Body Shop India; Sanjeev Mohanty, MD & SVP – South Asia, Middle East & North Africa, Levi Strauss & Co; Siddharth Bindra, MD, Biba; Janne Einola, CEO – Country Manager, H&M India; Vikram Bhatt, Founder – Enrich Salons & Academies; Anant Daga, MD, TCNS Clothing Co; Sanjay Behl, CEO, Lifestyle BusinessRaymond; Anupam Bansal, ED, Liberty Shoes; Shashwat Goenka, Sector Head – Spencer's Retail, RP-Sanjiv Goenka Group; Amin Kassam, Chief Retail Officer, Shoppers Stop Group; NP Singh, Director, Business Development, South Asia, Samsonite; Tushar Ved, President, Major Brands; Suresh J, MD & CEO – Arvind Lifestyle Brands and Arvind Retail; R.A. Shah, Head Property, Trent (Westside, Landmark, Star Bazaar); Sanjay Vakharia, Director & COO Spykar; Mohit Khattar, CEO, Graviss Foods (Baskin Robbins); S Ravi Kant, CEO – Watches & Accessories & EVP Corporate Communications, Titan Co.; Avijit Mitra, CEO, Infinity Retail (Croma); Rahul Vira, CEO, Skechers South Asia; Sandeep Kataria, CEO, Bata India; Vijay Jain, CEO – ORRA; James Munson, MD, Marks and Spencer India; Satyen Momaya, CEO, Celio (India); Sundeep Chugh, CEO, Benetton India; Darshan Mehta, President, Reliance Brands; Amit Jatia, Vice Chairman, McDonald's India – West and South; Shailesh Chaturvedi, MD & CEO, Tommy Hilfiger; Farah Malik, ED, Metro Shoes; Nitin Saluja, Co-founder, Chaayos; Shital Mehta, CEO, Max Fashions; Mohit Kampani, CEO, Aditya Birla Retail; Rajeev Krishnan, MD & CEO, SPAR India; Unnat Varma, MD, Pizza Hut – Yum! Restaurants (Indian sub-continent); Ashish Dikshit, MD, Aditya Birla Fashion and Retail; Javier Sotomayor, Managing Director, Cinopolis Asia; Sunaina Kwatra, Country Manager, Louis Vuitton India; and Pradeep Hirani, Chairman, Kimaya Fashions Pvt Ltd.



JURY AWARDS

Images Most Admired
Shopping Centre Launch of The Year (North)



Omaxe Connaught Place, Greater Noida



- Launched in July 2017 in Greater Noida with a total built up area of 1.9 million sq ft and GLA of 1 million sq. ft.
- Good shopping experience with great brand mix is the driver for better conversions.
- Consistent quality footfalls and ability to connect with consumers thru Various mediums

Images Most Admired
Shopping Centre Launch of The Year (East)



P&M and Hitech City Centre Mall, Jamshedpur

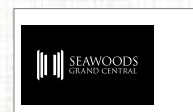


- Launched on 9th September 2017 in Jamshedpur with a total built up area of 5.57 lac sq ft and GLA of 3.57 Lac sq. ft.
- Located at the heart of Bistupur, Jamshedpur, City Centre Mall, has an amalgamation of world-class retailing spaces which includes Hyper market, Departmental store, Multiplex, Entertainment Zone, Food court, Restaurants, Gym, Banquet Halls, Retail Shops and a state of the art star Hotel. Right here in the city that's brimming with opportunities.

Images Most Admired
Shopping Centre Launch of The Year (West)



Seawoods Grand Central Mall, Navi Mumbai



- Launched on 23rd March 2017 in Navi Mumbai with a total GLA of 1 million sq. ft.
- Tenant specific Marketing Initiatives Like Diwali Festival, Christmas, and *99 events saw over 70% increase in sales for participating Retailers.
- Unique digital innovations like #GoodOverEvil - India's First Digital Dushehra & Pictionary to make the mall a happening place and result of that.
- The mall has created a buzz in the market and is destined to do well in the future.

Images Most Admired
Shopping Centre Launch of The Year (South)



Metro: Vega City Mall, Bengaluru



- Launched on 24th November 2017 in Bengaluru with a total built up area of 1 million sq ft and GLA of 4.23 Lac sq. ft.
- Pre & Post Mall Launch calendar was well conceptualized & executed to market the center well till the Tertiary catchment area. Series of Experiential Events & well scheduled Hygiene events picked up the pulse of the customers.
- Capitalizing on Special days like Women's Day have helped pull the sales of specific categories like Women Fashion by creating sales linked events for Women fashion category stores.

Images Most Admired
Shopping Centre Launch of The Year (South)



Non Metro: Prozone Mall, Coimbatore



- Launched in July 2017 in Coimbatore with a total GLA of 5 Lac sq. ft.
- Conducted Diwali Shopping Festival which resulted in increase on footfalls and trading
- Conducted Midnight Shopping Bonanza which resulted in increase in sales
- Covai Day & Release of Kovai Anthem along with TOI. This event attracted an audience/ footfall of 60,000

Images Most Admired
Shopping Centre of The Year: Luxury



DLF Emporio, New Delhi



- Launched on 24th November 2017 in Bengaluru with a total built up area of 1 million sq ft and GLA of 4.23 Lac sq. ft.
- DLF Emporio is a name truly synonymous with luxury. Exclusivity, space & aesthetics are the signatures of this spectacular offering. It is here, under one elegant roof, where a wealth of designer & luxury brands, exquisite lifestyle products and services are showcased in all their glory.
- Currently there are over 50 International brands and 51 Indian designers, 4 Restaurants and 1 International Salon present.

Images Most Admired Shopping Centre of The Year: **Turnaround**



East: **Acropolis, Kolkata**



- Launched on 25th September 2015 in Kolkata with a total built up area of 1.6 Lac sq. ft. sq and GLA of 2.75 lac sq. ft.
- Total Lease rent income grew by 21% over the previous year.
- Supplementary income (Ads, Signage etc) grew by 55% over the previous year.
- CAM income grew by 6% over the previous year.
- Organised different kind of customer engagement events which drives the customers in to the mall and helping the retailer in conversion.

Images Most Admired Shopping Centre of The Year: **Turnaround**



North: **VR Punjab**



- Total built up area of 1.75 million sq. ft. sq ft and GLA of 9.95 Lac sq. ft.
- Total Lease rent income grew by 50% over the previous year.
- Supplementary income (Ads, Signage etc) grew by 72% over the previous year.
- CAM income grew by 52% over the previous year.

Images Most Admired Shopping Centre of The Year: **Turnaround**



South: **Mantri Square, Bengaluru**



- Launched on 16TH March 2010 in Kolkata with a total built up area of 1.7 million sq. ft. sq and GLA of 8.9 lac sq. ft.
- Total Lease rent income grew by 14% over the previous year.
- Supplementary income (Ads, Signage etc) grew by 20% over the previous year.
- CAM income grew by 10% over the previous year.

Images Most Admired Shopping Centre of The Year: **Non Metro**



West: **Phoenix Marketcity, Pune**



- Phoenix Marketcity, Pune was launched on June 28, 2011 in Pune with a total built up area of 5 lac sq ft and GLA of 11.6 lac sq. ft.
- Total Lease rent income grew by 20% over the previous year.
- Supplementary income (Ads, Signage etc) grew by 26% over the previous year.
- CAM income grew by 15% over the previous year.

Images Most Admired Shopping Centre of The Year: **Metro**



West: **High Street Phoenix, Mumbai**



- High Street Phoenix was launched on 10 June 1998 in Mumbai with a total built up area of 8.46 Lac sq ft and GLA of 8.46 Lac sq. ft.
- The high investment in marketing & consistent activation has increased the mall traffic.
- Leads the country in terms of giving best footfall & brand visibility. This translates into highly productive stores, which are great on ROI for brands.

Images Most Admired Shopping Centre of The Year: **Metro**



East: **Quest Mall, Kolkata**



- QUEST Mall, was launched on 31ST December 2013 in Kolkata with a total built up area of 7.3 Lac sq ft and GLA of 4 Lac sq. ft.
- Have reached a new milestone for the monthly sale at around INR 78 Cr in the month of December 2017
- Premium look and feel with great ambience makes it a frequently visited Mall by customers.

Images Most Admired Shopping Centre of The Year: **Non Metro**



East: **City Centre, Siliguri**



- City Centre, Siliguri was launched on March, 2011 in Siliguri with a total built up area of 5 Lac sq ft and GLA of 4.5 Lac sq
- Regular promotion and events are organized throughout the year
- Cross promotional events are organized to boost sales of brands present in the mall.

Images Most Admired Shopping Centre of The Year: **Metro**



South: **Phoenix Marketcity, Bengaluru**



- Phoenix Marketcity, Bengaluru was launched on 21st October, 2011 in Bangalore with a total built up area of 1.3 million sq ft and GLA of 9.9 lac sq. ft.
- Conducts aggressive programs that engages consumer and ensure frequency of shoppers.
- Home to popular international and national brands, has become the most sought after destination in the city.
- With over 280 brands housed in the mall, tenant relations are the key to the success of the centre.

Images Most Admired Shopping Centre of The Year: **Non Metro**



South: **Lulu Mall, Kochi**



- Lulu Mall was launched on March 10, 2013 in Kochi with a total built up area of 2.5 million sq ft and GLA of 6.2 Lac sq.ft.
- One of the best malls in the country with all brands and service. Good walk-ins through the year
- Marketing and consumer promotions are the main focus of the mall this year, with activities aimed at engaging the consumer, resulting in increased business to the retailers.

Images Most Admired Shopping Centre of The Year: **Non Metro**



North: **Elante, Chandigarh**



- Elante Mall was launched on April 13th, 2013 in Chandigarh with a total GLA of 1.16 million sq. ft.
- Supplementary income (Ads, Signage etc) grew by 28% over the previous year.
- CAM income grew by 9% over the previous year.
- To encourage customers to visit brick and mortar stores instead of shopping online, have already adopted innovative ways to lure our patrons to shop more or spend more time at Elante, by going the Digital way.

Images Most Admired Shopping Centre of The Year: **Metro**



North: **DLF Mall of India, Noida**



- Launched on 15th December, 2015 in Noida with a total built up area of 2.7 Million sq. ft. and GLA of 2 Million sq. ft.
- Exceptional brand mix and zoning in Mall of India
- An aggressive marketing plan and a great tenant mix ensures constant consumer flow at the store resulting in high RPS

Images Most Admired Shopping Centre of The Year: **Marketing & Promotions**



Select **CITYWALK**, New Delhi



- Events like fashion shows, movie screenings were organised. Special days like Mother's Day, Independence Day, etc were celebrated. Shop launches were done. Festivals were celebrated with much fanfare.
- The mall has an active calendar of more than 100 events. The 10th anniversary was the highlight. Some of the unique initiatives were: Friendicoes Charity Sale, Kargil Diwas, Hijra Habba, CanKids Car Rally, Army Band Display, among others.

Images Most Admired Shopping Centre of The Year: **CSR Initiatives**



Infiniti Mall, Malad, Mumbai



- Say No to Drugs" – An Anti Narcotic Drive was held at Infiniti mall Malad On 8th July
- Had given platform to special Kids to perform at our mall on children's Day & showcase their talent through dance, music, theatrical acts, etc.
- Had given space to art gallery to display beautiful paintings
- Flea Market at Mall every week, so women entrepreneurs & handicraft traders can present & sell their products.

Images Most Admired Shopping Centre of The Year: **Green Initiatives**



Inorbit Malls



- Sustainability is not just a goal, it is a necessity. At Inorbit Malls – Malad & Vashi we have installed an OWC – Organic Waste Converters. All the wet garbage produced by the mall is treated inside the OWC and converted into manure.
- 1st mall in P-South ward who has been given the below certificate by the Municipal Corporation under their initiative Zero Waste Campaign
- At Inorbit Mall Malad, they have opened Greenland – Its India's biggest Green Centre in a Mall spread over 3000 sq ft area

Images Most Admired Shopping Centre Group of The Year: **Marketing & Promotions**



Phoenix Group

Phoenix Group

MARKETING & PROMOTIONS EVENTS

- Luxury Night Raid- Phoenix Mall conducted 'Luxury Night Raid', in which the mall was open till late night and lucrative offers and discounts were given on the luxury brands for the costumers to shop their heart out.
- Women's week (#MoreToMe)- Celebrated not just Women's Day, but a whole Women's Week. Indulge in the week-long celebrations that include complimentary services, live musical performances, with exciting discounts on your favourite shopping brands.
- Phoenix Festival- Celebrating happiness on all regional and national festivals by contributing in terms of recreational activities, events, pop ups, shows and Decors at regular intervals and make them feel important thereby making Phoenix mall, a preferred destination
- Palladium Assured
- EAT, PRAY & LAUGH-
- Wish Circle- A token of appreciation and gratification done from our side to make our patrons feel important and cared on special occasions time to time.
- Company Vs. Bollywood
- Brew BQ Festival
- Live Concerts with Music Icons- A live concert in the mall premises, to provide better customer engagement and fun while shopping.
- Stand Up Comedy

OUTCOME

- Tremendous growth in footfalls and increase consumption.
- Enthralled consumer and high season of sale.
- Customer footfall in the last FY 2017-18 increased at the rate of 5% when compared to FY 2016-17 in Phoenix Marketcity Chennai

Images Most Admired Shopping Centre Group of The Year: **Marketing & Promotions**



Nexus Malls



Digital Dussehra

- Digital Dussehra was their first ever Digital activity, where five different assets hosted the same activity at the same time which sent out one common message of #GoodOverEvil. 1. LED Screens across five assets were connected through a common platform. 2. Facebook Posts and Tweets from customers were flashed in these five cities on a REAL TIME basis. 3. With the help of integrated efforts by Influencers and key opinion leaders, the brand could maximize positive share of voice. 4. To keep the momentum going, hourly winners were selected from social media.
- The total number of entries in 2 days were 1,16,605. 2. Total engagement received for 2 days - 3,54,640 with more than 1,16,113 tweets in just 2 days. 3. The hashtag #GoodOverEvil was trending on both days of the activity on Twitter. Day 1 we trended for four hours and Day 2 we trended for five hours. 4. Total impression went beyond 105,000,000 with a reach of 2.1 Million. 5. More than anything, footfalls went up by 22%.

Pictionary

- A simple set up which included a LED wall with a camera and microphone attached were set up in the atriums of each of these assets on November 13 and 14 (Children's Day). Behind the LED screen was a green room from where the Mime artists interacted with the players in real time. For every kid who participated and guessed it right took home a surprise with them. Elements like a LIVE BAND and Life Size Teddy which made an appearance if the players could guess them right were added. also replicated this experience through Facebook LIVE and got good traction.
- Over 1300 people played LIVE Pictionary and over 1100 people won and were gratified. 2. Total engagement received for 2 days – Over .6 million impressions. 3. CSAT score was 90% (Excellent) across four assets; another 6.7% rated the event Good. 4. Besides Mattel, more brands were partnered.

AWARDS

RETAILERS CHOICE AWARDS

Images Most Admired
Shopping Centre of The Year: **Best ROI**



North: **DLF Mall of India, Noida**



Images Most Admired
Shopping Centre of The Year: **Best ROI**



West: **Ahmedabad One**



Images Most Admired
Shopping Centre of The Year: **Best ROI**



South: **Orion Mall & Brigade Gateway, Bengaluru**



Images Most Admired
Shopping Centre of The Year:
Best Sales Per Sqft



North: **Select CITYWALK, Delhi**



Images Most Admired
Shopping Centre of The Year:
Best Sales Per Sqft



West: **High Street Phoenix, Mumbai**



Images Most Admired
Shopping Centre of The Year:
Best Sales Per Sqft



South: **The Forum Mall, Koramangala, Bengaluru**



Images Most Admired
Shopping Centre of The Year:
Best ROI & Sales Per Sqft



East: **Quest, Kolkata**



IMAGES EXCELLENCE AWARDS

Images Excellence Award for Operations
Management & Business Transparency



Pacific Mall, New Delhi



IMAGES EXCELLENCE AWARD FOR MALL
OCCUPANCY OPTIMISATION



MG Felicity Mall, Nellore

