



Exceptional Malls, Innovative Retail Developments Honoured at **IMAGES** Shopping Centre Awards 2019

By Shopping Centre News Bureau

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Responding to burgeoning consumerism in India, mall developers have rapidly started infusing new retail developments across the top seven cities, with nearly 10 million sq. ft. new mall supply in 2019, according to an ANAROCK report. Factoring in the rollover of some supply from 2018, there will be a three-fold jump in 2019 against the preceding year, says the study.

A combination of value-added services and a sound marketing strategy, is key to customer attraction and successful mall performance. F&B and entertainment are

critical ingredients for attracting footfalls into retail developments. Meanwhile, style, variety, and overall quality of malls play are crucial in ensuring customer satisfaction.

This dramatically changing the retail scenario is bringing the mall culture closer to shoppers of over 100 cities in India.

IMAGES Shopping Centre Awards 2019 found out who the giants of the mall industry are — those who upped the ante and many an eyebrow in 2018; set benchmarks; and created landmarks at a time when the digital media explosion is challenging retail businesses and environments to reinvent and redraw their approach to consumers.

Nomination Process and The Jury

ISCA 2019 annual awards were adjudged in two categories, Non-Presentation Category and Live Presentation Category. For the Non- presentation categories malls submitted nominations, which was checked by the ISCA audit team for eligibility, completeness and data correctness. ISCA team of analysts then made a presentation for the ISCA prelim jury — with analysis of performance metrics such as growth in lease rent income, supplementary income, CAM charges, footfalls etc. A special note is prepared on zoning, customer relations, tenant relations, marketing / consumer promotions etc. ISCA

jury panel, which comprised of distinguished personalities in the field of research and consulting with thorough insights in to the business, India's top retailers — gave score based on their assessment of the nominees which ultimately decided the winner in each category.

For the Live presentation category, shopping centres mall nominees were asked to make live presentations to 'On Ground Jury' comprising retail real estate experts from leading IPCs and retail organisations across formats and verticals on 27th March, 2019 at Renaissance Hotel, Mumbai. Nominees presented 2-5 minutes AV presentation showing the growth chart, facilities and services provided by them.



The jury panel included

- > **BS Nagesh**, Founder, TRRAIN;
- > **Ankur Shiv Bhandari**, Founder & CEO, Asbicon Group;
- > **Debashish Mukherjee**, Partner & Head, Consumer & Retail Industries, India, A.T. Kearney;
- > **Anuj Kejriwal**, CEO & Managing Director, ANAROCK Retail Advisors;
- > **Viren Razdan**, MD, Brand-nomics;
- > **Bimal Sharma**, Head – Retail, Advisory & Transaction Services, CBRE South Asia;
- > **Munish Baldev**, Co Founder & CEO, J S Martin;
- > **Pramod Arora**, Chief G&DO, PVR Group;
- > **Akash Srivastava**, Director – BD, Chaayos / Sunshine Teahouse;
- > **Arjun Shyam Sumaya**, MRICS, Head, West India - Retail & Leisure Advisory, JLL;
- > **Karan Pethani**, Chief Real Estate, Future Group;
- > **Gopinath Ravindranath**, Head- BD, Arvind Lifestyle Brands & Retail;
- > **R A Shah**, Head, Property, Trent;
- > **Sanjeev Rao**, Director, Sales & Development, Raymond;
- > **Ankur Kohli**, Head – Property, Bata India;
- > **Manish Vig**, Head - Business Development Malls, Aditya Birla Fashion;
- > **Manish Kapoor**, Director - Sales, Pepe Jeans;
- > **Katja Larsen**, Head of Sales and Marketing, APAC – Actiforce;
- > **Amol Akolkar**, Director - Store Development, Tata Starbucks;
- > **Sumit Ghildiyal**, VP, Business Development, Max Fashion, Landmark Group;
- > **Shashidhar Patil**, Sr. VP- Store Design & Projects, Building Services - SPAR Hypermarkets;
- > **Suvneet Ahuja**, Head- Business Development, Reliance Brands;
- > **Akshat Agarwal**, Head of Retail Expansion, ITC Wills Lifestyle;
- > **Deepak Yadav**, Head-Retail Expansion, Shoppers Stop;
- > **Manik Dhodi**, Director Real Estate, Adidas India;
- > **Yashish Khullar**, BD Head, Madame;
- > **Narendra Pratap Singh**, Director Business Development, Samsonite;
- > **Pallav Atreja**, Business Head - EBO & Ecommerce, MAS Holding;
- > **Rohiet Singh**, COO- Tommy Hilfiger India;
- > **Sandeep Kakkar**, Sr GM - Commercial & Company Secretary, SSIPL Retail;
- > **Manish Chandra**, Head-Business Development, Skechers;
- > **Sameer Singh**, Director – Ops, BD, Expansion & SCM – LOTS;
- > **Lalit Jain**, VP, Property Project & Planning, Spencer's Retail;
- > **Nimish Shah** – COO, West & East Region, Lifestyle;
- > **Siddharth Baid**, AVP, Lenskart;
- > **Sourav Talukdar**, BD Head, Levi's;
- > **Sanjay Motwani**, Head Properties, Globus;
- > **Deepak Gupta**, BD Head, Puma India;
- > **Shashank Kulkarni**, Head – Real Estate, McDonald's India;
- > **Neerav Sejpal**, Director BD, Pizza Hut, Yum!;
- > **Saurabh Singhal**, BD Head, Hidesign;
- > **Aakash Koparkar**, GM (West) Retail Ops, Bata India

**IMAGES Shopping Centre Awards 2019: Awardees**

IMAGES Most Admired
Shopping Centre of the Year:
Non-Metro – North

PHOENIX UNITED, LUCKNOW



Received by: **Sanjeev Sarin**, Centre Director, Phoenix United Mall

IMAGES Most Admired
Shopping Centre of the Year:
Non-Metro – East

JUNCTION MALL, DURGAPUR



Received by: **Arijit Chatterjee**, COO, & **Prateek Chakraborty**, Marketing Manager, Junction Mall (DMMSP)

IMAGES Most Admired
Shopping Centre of the Year:
Non-Metro – West

PHOENIX MARKETCITY, PUNE



Received by: **Amit Kumar**, Senior Centre Director, Phoenix MarketCity

IMAGES Most Admired
Shopping Centre of the Year:
Non-Metro – South

LULU MALL, KOCHI



Received by: **Shibu Philips**, Business Head, LuLu Shopping Mall

Presented by: **Abhishek Ganguly**, MD, Puma India and **Sandeep Kataria**, CEO, Bata India

Nominees: **Elante Mall**, Chandigarh;
Novelty Mall, Pathankot; **VR Punjab**, Mohali

Nominees: **City Centre Mall**, Raipur;
P & M Mall, Patna

Nominees: **Inorbit Mall**, Vadodara;
VR Surat

Nominees: **MGB Felicity Mall**, Nellore; **Prozone Mall**, Coimbatore

IMAGES Most Admired Shopping Centre of the Year: Marketing & Promotions – West

INFINITI MALAD, MUMBAI



Received by: **Gaurav Balani**, Senior Marketing Manager, Infiniti Mall

Presented by: **Bidyut Bhanjdeo**, Brand Director, New Look & Ethnix

Nominees: Ambience Mall, Gurugram; DLF Place, Saket, Delhi; DLF Mall of India, Noida; Inorbit Malad, Mumbai; Nexus Malls; Phoenix Marketcity, Chennai; Phoenix Marketcity, Pune; Select CityWalk, Delhi

IMAGES Most Admired Shopping Centre of the Year: Marketing & Promotions – East

P&M HI-TECH CITY CENTRE, JAMSHEDPUR



Received by: **Shubhojit Pakrasi**, Vice President & **Mahua Chakraborty**, Assistant Manager, P&M Hitech Infrastructures

IMAGES Most Admired Shopping Centre of the Year: Marketing & Promotions – North

PACIFIC MALL, TAGORE GARDEN, NEW DELHI



Received by: **Kunj Thaker**, Manager Marketing, Pioneer Property Zone & **Salim Roopani**, Center Director, Pacific Mall, Tagore Garden, New Delhi

IMAGES Most Admired Shopping Centre of the Year: Marketing & Promotions – South

MGB FELICITY MALL, NELLORE



Received by: **Gopal Machani**, JMD, M.G.Brothers Automobiles Pltd.

IMAGES Most Admired Shopping Centre of the Year: Turn Around Story

PACIFIC MALL, TAGORE GARDEN, NEW DELHI (AWARDEE)



Received by: **Kunj Thaker**, Manager Marketing, Pioneer Property Zone & **Salim Roopani**, Center Director, Pacific Mall, Tagore Garden, New Delhi

Presented by: **Akhil Jain**, Executive Director, Jain Amar Clothing Pvt. Limited

Nominees: Phoenix United, Bareilly; Prozone Mall, Aurangabad

GROWEL'S 101 MALL, MUMBAI (RUNNER UP)



Received by: **Vikas Shetty**, Mall Head & **Sampada Pednekar**, Sr. Manager Marketing, Growel's 101

IMAGES Most Admired Shopping Centre of the Year: CSR Initiatives

LULU MALL, KOCHI (AWARDEE)



Received by: **Aiswarya Babu**, Manager Marketing, Lulu Mall, Kochi

Presented by: **Neerav Sejjal**, Director-Growth, Pizza Hut and **Debashish Mukherjee**, Partner Head- Consumer & Retail, AT Kearney

Nominees: DLF Mall of India, Noida; Infiniti Malad, Mumbai

SELECT CITYWALK, NEW DELHI (RUNNER UP)



Received by: **Garima Gakhar**, Deputy Manager - Leasing & **Shreya Bhagat**, Asst. Manager (Digital Marketing), Select CityWalk

IMAGES Excellence Award for Revenue Optimization

QUEST MALL, KOLKATA



Received by: **Lalit Jain**, VP Property Projects & Planning, Spencer's Retail Ltd.

Presented by: **NP Singh**, Director-BD, Samsonite

IMAGES Excellence Award for Sustainable Customer Services

MANTRI SQUARE, BENGALURU



Presented by: **Amit Chaudhary**, Co-Founder, Lenskart

IMAGES Excellence Award for Regional Launch

ESPLANADE 1, BHUBANESWAR



Received by: **Utsav Patel**, Deputy Manager, marketing & **Rahul Dhamdhare**, General Manager marketing

Presented by: **Amit Chaudhary**, Co-Founder, Lenskart

IMAGES Excellence Award for Phygital Transformation

DLF SHOPPING MALLS



Presented by: **Ramesh Koregave**, Quality Austria Central Asia

IMAGES Most Admired Upcoming Shopping Centre of the Year

VR CHENNAI
(AWARDEE)



Received by: **Natasha Soni**, AVP Leasing
Virtuous Retail

PHOENIX MARKETCITY, LUCKNOW
(1ST RUNNER UP)



Received by: **Sanjeev Sarin**, Centre
Director, Phoenix United Mall

URBAN SQUARE MALL, UDAIPUR
(2ND RUNNER UP)



Received by: **Vivek Srivastava**,
Executive Director - Strategy & Business
Development, Bhumika Enterprises
Pvt. Ltd.

Presented by: **Sanjeev Rao**, Director Sales
& Development, Raymond and Deepak
Yadav, Head BD, Shoppers' Stop

Nominees: **AIPL Joy Street**,
Gurugram; **Boulevard Walk**, **Greater**
Noida West; **Delhi 6**, **Ghaziabad**;
M3M Urbana, **Gurugram**; **Orion**
Uptown, **Bengaluru**; **3 Roads**,
Gurugram; **The Retail Park**,
Ahmedabad

IMAGES Most Admired Mall-Retailer Collaboration Success Story of The Year

INFINITI MALL & MAX FASHION
(AWARDEE)



Received by: **Gaurav Balani**, Senior
Marketing Manager, Infiniti Mall

STYLE HASHTAGS, NEXUS MALLS
(RUNNER UP)



Received by: **Megha Sarin**, Manager
Marketing (Heads StyleHashtags) &
Nishank Joshi, Chief Marketing Officer,
NEXUS MALLS

Presented by: **Vasant Kumar**, MD,
Lifestyle and Amol Akolkar, Store
Development, Tata Starbucks

Nominees: **Phoenix Marketcity**,
Chennai; **Pacific Mall**, **Dehradun**

ISCA 2019 AT A GLANCE

ISCA 2019 culminated in a
gala event in the form of the
IMAGES Shopping Centre
Awards 2019, celebrating
excellence in the field of
shopping centres. The
awards were a venerable
gathering of the who's who of
the industry in the country.

Number of Awards Categories: **13**

Number of Trophies Given: **21**

Number of Jury Members: **42**

Number of Shopping Malls sent
Nominations in Different
categories Across India: **35**

Venue: **Hotel Renaissance**,
Mumbai

Day: **March 27, 2019**

MEET THE AWARDEES

MOST ADMIRED SHOPPING CENTRE OF THE YEAR: NON-METRO

 **Phoenix United**

Launched in May 2010, Phoenix
United Mall, Lucknow has a total gross
leasable area of 3.52 lakh sq. ft. The mall
witnessed an enormous increase in total
lease rent, supplementary income along
with the CAM income in comparison to
previous year.

JUNCTION
Fashion | Adda | Entertainment | Food

Launched in March 2011, Junction Mall,
Durgapur has a total built up area of 54.25
lakh sq ft and gross leasable area of 3.27
lakh sq.ft. The mall was renovated and
was given a fresh look which included
the façade and the interiors in 2018. As a
result, the mall witnessed an enormous
increase in total lease rent, supplementary
income along with the CAM income in
comparison to previous year.

 **PHOENIX MARKETCITY**
The Good Life

Launched in June, 2011, with a total
built up area of 5 lakh sq ft and gross
leasable area of 11.6 lakh sq. ft., Phoenix
Marketcity, Pune is one of the most
popular malls of the city. The mall
witnessed an enormous increase in total
lease rent, supplementary income along
with the CAM income in comparison to
previous year.

 **LuLu**
MALL
World of Happiness

Launched in March, 2013, LuLu Mall
Kochi has a total built up area of 2.5
million sq ft and gross leasable area of
6.2 lakh sq.ft. LuLu Mall is considered as
one of the best malls in the country due
to its brand portfolio and services. With
focused activities, mall has been able to
tap into audiences in depth.

IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR: MARKETING & PROMOTIONS

infiniti
The mall with infinite experiences
Malad (W)

Infiniti Malad continuously worked
towards creating a unique theme of
events and activities for its visitors. Last
year they successfully rounded up over
30 retail initiatives at the mall. The mall
came up with the Jungle Safari themed
Fun Mania where Jungle installations
like Machaan, etc. along with Cartoon
Network Characters like Ben 10, Oggy
& Cockroach were displayed for the
visitors. For their furry visitors, mall
organized a fun-filled event titled Swaag
Wag Sundowner Pet Paw-ty.



P&M Jamshedpur reached to the citizen's door by way of meeting them, appraising them of the mall and inviting them personally. Around 30,000 SEC A and SEC A + households were identified and mall brochures specially printed were handed over to each household via trained MBA interns. The activity took place over a month between October mid to November, 2018. The brochures also had gratitude coupons from various retailers.



This year during EOSS, Pacific Mall decided to go the unconventional way of marketing, by taking the online retailers head on. The trick worked in the favour of the mall and not only did the mall customers talk about it but even the retailers and other malls found the campaign interesting and hitting the bull's eye. As a result, the mall ended up registering a good growth rate in the month of July.



MGB Felicity Mall conducted mega events for major festivals and anniversary in the mall by doing extensive coverage of the events and bringing celebrities. These activities resulted in generating more than 50k footfall every day during the event.

IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR: CSR INITIATIVES



Under the property named Lulu Smiles, LuLu Mall has a history of CSR tradition and has been doing a lot of health awareness and socially responsible campaigns since its inception. The initiatives were Health awareness campaigns like 'Gift Blood. Gift Life' - Blood Donation Camp, Stem Cell Sample Donation Camp, Osteoporosis checkup and BMD screening camp and Diabetes Check-up and consultation camp on World Diabetes Day.



Select CityWalk Mall's CSR activities included 'No Plastic Campaign' where the brands in mall stopped the usage of single use plastic, especially plastic straws in the premises. Around 35 f&b brands supported the cause by becoming partners in the initiative. In another initiative, Newspaper collection was done which resulted in mass scale participation in which it was committed to plant a tree for every 50 kgs of newspaper collected for recycling. 100 trees were planted by Select CityWalk as a result of the success of the initiative.

IMAGES MOST ADMIRED UPCOMING SHOPPING CENTRE OF THE YEAR



VR Chennai is a shopping mall located on Jawaharlal Nehru Road in Anna Nagar West, Chennai. This mall was partially opened to the public in June, 2018. VR Chennai has over 200 retail stores along with a multi-screen PVR multiplex which opened in October. Other features of the mall include The Hive, a 50,000 square feet co-working space; 'Madras House', a multiple dining facility; a 10-screen multiplex theater and an event space; an open-air amphitheater; a boutique hotel; and services residences.



Phoenix MarketCity Lucknow is a upcoming dream come true mall for the people of the city of Nawabs. With a spectrum of domestic and international brands and FECs, the mall will give bountiful of options for shoppers, and is aiming to become 'the place', one would love to hang out with family and friends. Phoenix MarketCity aims to be an ode for shopaholics and a favourite destination for foodies in coming time.

IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR: TURN AROUND STORY



Pacific Mall, Tagore Garden won the 'Best Turn Around Story' Award. Launched in January, 2011 in New Delhi with a total gross leasable area of 6 lac sq. ft., the mall witnessed an enormous increase in total lease rent, supplementary income along with the CAM income in comparison to previous year.

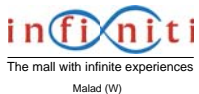


Launched in June, 2011 Growel's 101 Mall has a total built up area of 5 lac sq ft and gross leasable area of 11.6 lac sq. ft.. The mall witnessed an enormous increase in total lease rent, supplementary income along with the CAM income in comparison to previous year.



The upcoming mall will be a regional power centre, mega tourist attraction and a family leisure destination – to provide the inhabitants of this royal city as well as the multitude of tourists, an unforgettable experience via its bevy of unique offerings.

IMAGES MOST ADMIRER MALL-RETAILER COLLABORATION SUCCESS STORY OF THE YEAR



Max Fashion store at the Infiniti Mall Mumbai, won the most admired Mall-Retailer collaboration Success Story of the year at ISCA 2019. The brand store at the mall introduced innovative campaigns keeping the customer interest intact, which brought more footfalls to the store.



Nexus Malls is the Indian Retail Portfolio arm of the world's leading investment firm, The Blackstone Group. Nexus Malls marked its foray into Indian Retailing in 2016 with an aim to transform the shopping experience of the Indian consumers. Growing at a great pace since its inception, Nexus Malls now boasts of a portfolio of over 5 million square feet of Grade A retail space in the country. Nexus Malls have thereby established themselves as one of the leaders in the retail real estate industry in India. With an objective of identifying, evaluating, buying and adding value to the assets that they acquire, Nexus Malls today operates across 9 major malls in the country spread across the cities of Mumbai, Pune, Amritsar, Chandigarh, Ahmedabad, Bhubaneswar, and Indore. The company also owns the distinction of owning India's largest Transit Oriented Development - Seawoods Grand Central in Navi Mumbai. Set up with transformation being its core agenda, Nexus Malls seeks to implement best practices and state-of-the-art technology in India by bringing in professional and broader mall management in the country. It also aims to aid its retail partners to compete effectively and cater to the omnipresent needs of the consumers in India.

IMAGES EXCELLENCE AWARD FOR REVENUE OPTIMIZATION



QUEST Mall was launched in December 2013 in Kolkata with a total built up area of 7.3 lakh sq ft and gross leasable area of 4 lakh sq.ft. Mall's witnessed a supplementary income growth over 200 percent in 2018. The special feature of 2018 was BLACK FRIDAY SALE, organised for the first time from 23rd-25th Nov'18 & was a grand success which was very well appreciated by our retail partners grossing a sale of around 11 crore in 3 days.

IMAGES EXCELLENCE AWARDS FOR SUSTAINABLE CUSTOMER SERVICES



Mantri Square Mall was launched on March, 2010 in with a total built up area of 17 lakh sq. ft and gross leasable area of 8.9 lakh sq. ft. The mall witnessed an enormous increase in total lease rent, supplementary income along with the CAM income in comparison to previous year.

IMAGES EXCELLENCE AWARD FOR REGIONAL LAUNCH



Esplanade One became Odisha's largest shopping destination with over 4.2 lakh sq feet of leasable area. The mall is currently home to over 150 national and international brands and with a seven screen multiplex and a parking area which can accommodate over 700 cars, it is a very popular destination for shoppers of all age.

IMAGES EXCELLENCE AWARD FOR PHYGITAL TRANSFORMATION



DLF shopping malls have always been a front runner of the retail revolution in the country and has maintained its position as one of the market leader in the industry. DLF announced the launch of India's first ever retail Phygital application 'Lukout' in 2018. The Lukout app is a one stop solution that offers highly personalised proximity based engaging content in terms of latest looks, latest trends, real time location based offers while providing conveniences like one touch parking payment, one touch valet, one touch concierge along with having its own social network for millions of consumers.