

IMAGES SHOPPING CENTRE AWARDS 2015

The 8th annual IMAGES Shopping Centre Awards, which are widely considered as the most coveted and respected awards of the retail real estate fraternity awarded 29 prestigious trophies to the most deserving and sought after shopping centres across the country at a glittering event held at Renaissance Hotel, Mumbai on 6th May.

The glittering awards night witnessed 29 trophies being presented to shopping centres from all corners of the country, across metros and non-metros. From Durgapur to Thane, and from Chennai to Ludhiana, India's most exciting – both old and new – shopping centres were honoured through 16 categories, including five Retailers' Choice Awards, 10 Jury Awards and one IMAGES Excellence Award. India's leading national retail chains, along with major IPCs, participated in a wide-ranging exercise to determine the country's top performing shopping centres.

The IMAGES Shopping Centre Awards ceremony featured an enthralling performance by actor and singer Suchitra Pillai, who also hosted the awards' night, and RaagaTrippin, the singing group who use no musical instruments but create unique sounds from human voices.



RETAILERS CHOICE AWARDS

IMAGES MOST ADMIRED SHOPPING CENTRE MARKETING & PROMOTIONS OF THE YEAR



1. EAST

JUNCTION MALL, DURGAPUR

received by
Shiva Subramaniam, Junction Mall,
Durgapur

2. WEST

VIVIANA MALL, THANE

received by
Rima Pradhan, Sunil Shroff, Gurvineet
Singh from Viviana Mall, Thane

3. NORTH

DLF PLACE, SAKET, NEW DELHI

received by
Benu Sehgal, Aparajita Singh, Ankit Saggi
from DLF Place, Delhi

4. SOUTH

ORION MALL, BENGALURU

received by
Vishal Mirchandani, Bhaskar Amar,
Narain Raj and Joshua Vincent from
Brigade Group

presented by Jeremy Salmon, Asia Pacific Board, Broadway Malyan, Rahul Singh, The Beer Cafe

Junction Mall was launched on May 1, 2013 in Durgapur with a total built up area of 425000 sq ft and GLA of 330000 sq. ft. During the year junction was the only mall which took the EOSS JULY /Aug as a challenge in the east and created a campaign called "Bachao". The "Bachao" campaign was cleverly designed to create a sense of mystery for the public.

Viviana Mall was launched on 27th Jun, 2013 in Thane with a total built up area of 1000000 sq. ft and GLA of 940837sq. ft. 2 years of operation, Viviana Mall has garnered a significant position in the minds of customers and retailers and has also witnessed various consumer engaging events as a part of its retail marketing strategy.

The year started with collaborative marketing campaign with Hamleys followed by 5th edition of You Shop We Pay – most successful cash back promotion targeting retail categories, brands & footfall/ revenue enhancement. Unique festive décor was developed for Diwali with kitsch theme, space themed Christmas to offer international experience to the customers. Premium collaborations; Thai Embassy, Nav Bharat Times Women's Super Bike Rally, activations with CRY Foundation etc.

Orion Mall was launched on April 21, 2012 in Bengaluru with a total built up area of 1200000 sq. ft sq ft and GLA of 800000 sq. ft. Also have other marketing events like Soccer Carnival, Tributes to Celebrities – Forever Michael Jackson, Car Rally, Treasure Hunts and other events including CSR events. 17.5 million footfalls, ₹ 780 crores at 34 per cent growth, 400 hoardings, 1200 facebook posts with total 2.8 lakh likes.

IMAGES MOST ADMIRER SHOPPING CENTRE OF THE YEAR: BEST ROI



1. EAST

SOUTH CITY MALL, KOLKATA

received by
Rachna Lanewala, Head, Storeplanning,
Abhinav Seth from South City Mall, Kolkata

2. WEST

INFINITI MALL, MALAD, MUMBAI

received by
Mukesh Kumar, Gerald Mathew from
Infiniti Mall, Mumbai

3. NORTH

SELECT CITYWALK, NEW DELHI

received by
Deepak Zutshi, Garima Gakhar from
Select CITYWALK

4. SOUTH

THE FORUM MALL, BENGALURU

received by
Muhammad Ali and Team
Prestige Group

presented by Stephen Roberts, Bentle Associates, Sumit Suneja, Bestseller India

South City Mall was launched on Jan 16, 2008 in Kolkata with a total built up area of 1025000 sq ft and GLA of 630000 sq. ft. Most of the retailers generated positive EBIDTA.

Infiniti Mall was launched on May 19, 2011 in Mumbai with a total built up area of 1200000 sq ft and GLA of 850000 sq. Ft. It's the best performing mall in suburban Mumbai with the best brand mix. The mall also takes initiatives of organising events that draws footfalls.

Select CITYWALK was launched on October 2007 in Delhi with a total built up area of 1200000 sq ft and GLA of 500000 sq. ft. Excellent Mall Participation in enhancing footfalls to the mall, by doing promos, festivals etc. consistently through the year.

The Forum was launched on February 14, 2004 in Bengaluru with a total built up area of 650000 sq ft and GLA of 350000 sq. ft. The mall has a perfect brand mix of international and national brands. The mall has 360 day marketing calendar and makes sure that the footfall it generates percolates in sales.

IMAGES MOST ADMIRER SHOPPING CENTRE OF THE YEAR: BEST PER SQFT SALES



1. EAST

CITY CENTER, SALT LAKE, KOLKATA

received by
Sumit Suneja collected the award on
behalf of City Center, Salt Lake

2. WEST

INORBIT MALAD, MUMBAI

received by
Puneet Varma and Team Inorbit

3. NORTH

DLF PROMENADE, NEW DELHI

received by
Sonali Manilal, Priti Payal from
DLF Promenade

4. SOUTH

INORBIT, CYBERABAD

received by
Puneet Varma and Team Inorbit

presented by **Amol Akolkar**, Tata Starbucks, **Thomas C Malayil**, The Jerde Partnership, USA

City Centre Salt Lake mall was launched in 2004 in Kolkata with a total built up area of 400000 sq. ft sq ft and GLA of 300000 sq. ft. It is one of the best malls in the region and has one of the highest average trading density.

Inorbit Malad was launched on January, 2004 in Mumbai with a total built up area of 725193 sq ft and GLA of 348646 sq. ft. Highest sales density has been consistently achieved by most retailers.

DLF Promenade was launched on January 2009 in Delhi with a total built up area of 745090 sq ft and GLA of 461804 sq. ft. It is one of the most sought after and best performing malls in Delhi. The brand mix at the mall is optimal and because of its upmarket design and marketing initiatives it succeeds in generating great footfalls, which results in even greater sales.

Inorbit Cyberabad was launched on October, 2009 in Hyderabad with a total built up area of 800000 sq ft and GLA of 770000 sq. Ft. Despite new malls coming up in vicinity, the mall management has ensured high customer traffic and continued delivering high sales per sq.ft.

AWARDS

IMAGES MOST ADMIRERD SHOPPING CENTRE OF THE YEAR: BEST TURN AROUND STORY



GARUDA MALL, BENGALURU

received by
Nandeesh M.R, Guruda Mall

presented by
Kelvin NG, Former, Head, CapitaLand and Founder, Synergistic Real Estate

IMAGES MOST ADMIRERD SHOPPING CENTRE PROFESSIONAL OF THE YEAR



YOGESHWAR SHARMA, SELECT CITYWALK, NEW DELHI

received by
Yogeshwar Sharma, Select CITYWALK

presented by
Nimish Sonawala, Skidata

IMAGES MOST ADMIRERD SHOPPING CENTRE LAUNCH OF THE YEAR



NORTH

PAVILLION MALL, LUDHIANA

received by
Puneet Khullar, Bharti Realty

presented by
Neeraj Duggal, LightHouse Management

Pavilion mall was launched on 19th June 2014 in Ludhiana with a total built up area of 600000 sq ft and GLA of 405000 sq. ft. The mall focused on both ATL and BTL media for their advertising and promotions.

SOUTH

FORUM SUJANA, HYDERABAD

received by
Muhammad Ali, Surjit Singh from Prestige Group

presented by
Neeraj Duggal, Light House Management



Forum Sujana was launched on 3rd September 2014 in Hyderabad with a total built up area of 547800 sq ft and GLA of 842764 sq. ft. The mall generated stupendous footfall of around 65,000 on the date of its launch.

IMAGES EXCELLENCE AWARD



IMAGES MOST ADMIRERD GREEN SHOPPING CENTRE OF THE YEAR

OBEROI MALL, MUMBAI

received by
Nirzar Jain, Oberoi Realty

presented by
Wilfred Menezes, Omnitech Systems

JURY AWARDS

IMAGES MOST ADMIRER SOCIALLY RESPONSIBLE SHOPPING CENTRE OF THE YEAR



1. EAST

MAGNETO THE MALL, RAIPUR

received by
Raj Kujur, Kishan Roy, Mrinal Sharma
from Magneto the Mall

presented by
Bhavesh Pitroda, IMAGES Group,
Ayush Ranjan, Forrec

Magneto the mall was launched on 5th Feb 2010 in Raipur with a total built up area of 1035000 sq ft and GLA of 320457 sq. Ft. Regularly organize Blood donation Camps and Free Check-up camps every quarter. Anniversary celebration with less fortunate children, Painting Competition, Street Play, Fancy Dress on social themes, Signature Campaign, Oath Ceremony etc on Important International Days like - World Diabetes Day, World AIDS Day, World Anti-Tobacco Day, World Health Day, World Kidney Day, Earth Day, etc.

2. WEST

INORBIT MALL VASHI, MUMBAI

received by
Sanjay Khanna, Puneet Varma
from Inorbit Malls

presented by
Bhavesh Pitroda, IMAGES Group,
Ayush Ranjan, Forrec

Inorbit Vashi was launched on 1st October 2007 in Mumbai with a total built up area of 550000 sq ft and GLA of 340000 sq. ft. Associations with NGO's / Charities: Multiple NGO's including Parisar Bhagini, Global Success Foundation, Green Peace, CRY, etc. Support to local / deserving enterprises: Hospitals like Fortis as well as colleges for their community events like various awareness drives.

3. NORTH

AMBIENCE MALLS, NCR

received by
Raj Singh Gehlot, Ambience Malls

presented by
Amitabh Taneja, IMAGES Group

Ambience Group have their own foundation known as 'Mend A Heart' and our mission is to fund promising NGOs in order to initiate and support under-privileged and disaster affected individuals and families. Tied up with renowned NGOs like Save The Children and Action Aid to give our best to help victims. We are yet to take thousand steps more to help our society in living a better life as we understand that each and every life deserves to live equally.

4. SOUTH

THE FORUM VIJAYA MALL, CHENNAI

received by
Muhammad Ali, Surjit Singh from
Prestige Group

presented by
Bhavesh Pitroda, IMAGES Group,
Ayush Ranjan, Forrec

The Forum Vijaya Mall was launched on May 1, 2013 in Chennai with a total built up area of 410000 sq ft and GLA of 636000 sq. ft. Through various promotional events, they have roped in several causes. Working diligently towards causes such as Education, Autism awareness, World Environment awareness and Organ Donation,

IMAGES MOST ADMIRER SHOPPING CENTRE OF THE YEAR: NON-METROS



1. EAST

CITY CENTRE, SILIGURI

received by
Deepak Zutshi collected the award on
behalf of City Centre, Siliguri

2. WEST

PHOENIX MARKET CITY, PUNE

received by
Team Phoenix Market City

3. NORTH

PACIFIC MALL, DEHRADUN

received by
Abhishek Bansal, Atul Talwar from Pacific
Development

4. SOUTH

LULU MALL, KOCHI

received by
Shibu Philips, Vinay Kailath from
Lulu Mall

presented by Vivek Kaul, CBRE India

City Central was launched on April 2011 in Siliguri with a total built up area of 300000 sq ft and GLA of 450000 sq.ft. An interesting mix of events and activities for all age groups kept the atmosphere at its vibrant best throughout the year ensuring a steady footfall and increase in revenue.

Phoenix Marketcity was launched on June 28, 2011 in Pune with a total built up area of 500000 sq ft and GLA of 1168886 sq. ft. Total Lease rent income grew by 18 per cent over the previous year. CAM income grew by 10 per cent over the previous year.

Pacific Mall was launched on August 16th, 2013 in Dehradun with a total built up area of 350000 sq ft and GLA of 179809 sq. Ft. Total Lease rent income grew by over 100per cent over the previous year. Total supplementary income grew by over 200 per cent over the previous year. CAM income grew by 42 per cent over the previous year..

Lulu Mall was launched on March 10, 2013 in Kochi with a total built up area of 1.7 million sq ft and GLA of 620000 million sq.ft. Has successfully generated 4.2 Crores footfalls in past 2 years. Marketing and consumer promotions were 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: METROS



1. **EAST** **QUEST,** **KOLKATA**

received by
Sheena Jain, Quest Mall
presented by
S Raghunandhan, Virtuous Retail

Quest Mall was launched on 31st October, 2013 in Kolkata with a total built up area of 730000 sq ft and GLA of 393000 sq. ft. Achieved 12 million people in the financial year.

2. **WEST** **HIGH STREET** **PHOENIX, MUMBAI**

received by
Team High Street Phoenix
presented by
Amitabh Taneja, IMAGES Group

High Street Phoenix was launched on 10 June 1998 in Mumbai with a total built up area of 846000 sq ft and GLA of 846000 sq. ft. High Street Phoenix has become benchmark as a luxury destination by hosting more than 10 percent of the 246 retail brands having their exclusive and flagship stores located in the mall.

3. **NORTH** **SELECT CITYWALK,** **NEW DELHI**

received by
Yogeshwar Sharma, Deepak Zutshi,
Garima Gakhar from Select CITYWALK
presented by
Amitabh Taneja, IMAGES Group

Select CITYWALK was launched on October 12, 2007 in Delhi with a total built up area of 1.2 million sq ft and GLA of 500000 sq. ft. 2 big milestones in Select CITYWALK's portfolio are Hands free shopping and late night shopping. It is one of the first shopping centre's in the country to provide the audience an opportunity to shop till 11 pm

4. **SOUTH** **ORION MALL,** **BENGALURU**

received by
Vishal Mirchandani, Bhaskar AmanaRaj
and Joshua Vincent from Brigade Group
presented by
Amitabh Taneja, IMAGES Group

Orion Mall was launched on 21st April, 2012 in Bengaluru with a total built up area of 1.2 million sq ft and GLA of 800000 sq. ft. 360 degree marketing approach through a 365 day marketing calendar keeps the mall energized with footfall of 17.5 million.