



IMAGES SHOPPING CENTRE AWARDS 2014



The year 2013 was an action packed one for retail real estate development. More than 25 malls opened last year adding approximately 8 million sq.ft. of quality retail space. At the same time several of the older ones continued to raise the bar in terms of expansion of retail operations within them.

The ISCA jury of distinguished personalities in the field of research, design and consulting included Anuj Puri, Chairman and Country Head, JLL, India, Sanjay Dutt, Executive Managing Director–South Asia, Cushman and Wakefield, Stephen Roberts, Chairman–Bentel Associates and Amitabh Taneja, Chairman and MD, IMAGES Group.

The eminent ISCA awards were also judged by the prominent retailers across different categories, which included Vishak Kumar, MORE Megastore, Aditya Birla Group; Viney Singh, Auchan, Landmark Group; Rajeev Gopalakrishnan, Bata India; Sahil Malik, Da Milano; Mark Ashman, Hypercity; Venu Nair, Marks and Spencer, India; Rajesh Jain, Lacoste India; Ashwin Babbar, Shoppers Stop; Kavindra Mishra, Pepe India; Himanshu Chakrawarti, Mobile Store; R Parthasarathy, Madura Fashion and Lifestyle; and J Suresh, Arvind Brands.

Images Shopping Centre Awards 2014, the shopping centre industry's most sought-after awards organised by the Images Group, concluded by giving away 23 awards in different categories to the country's best shopping centre businesses.

A celebration of excellence in the shopping centre business, the awards applauded those who managed to pull off their business plans with aplomb. The awards were announced at the two-day India Shopping Centre Forum 2014 which was held at the Renaissance Hotel, Mumbai on 7th and 8th May. Professionals from some of the most reputed brands and shopping centres from across the country graced the occasion with their presence.



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IMAGES MOST ADMIRED SOCIALLY RESPONSIBLE SHOPPING CENTRE OF THE YEAR (NORTH) **SELECT CITYWALK, DELHI**

Select CITYWALK, supports Tihar Jail in its noble initiative of "Redefining Life Behind Bars". It has also dedicated a space to People For Animals. It supports Goonj, Prayas and Chintan by collecting clothes, books and toys from shoppers through an ongoing charity campaign and handing over to the NGOs.

NOMINEES:

AlphaOne, Amritsar, Ambience Mall, Gurgaon,
DLF Promenade, Delhi

IMAGES MOST ADMIRED SOCIALLY RESPONSIBLE SHOPPING CENTRE OF THE YEAR (EAST): **CITY CENTRE NEW TOWN, KOLKATA**

City Centre New Town in association with a NGO, 'Towards Future' organised a donation drive where necessities and gifts were distributed amongst the people from economically weaker section of the society. The mall has shown exceptional results in energy conservation, recycling waste drainage water, adding new features and facilities for the physically challenged donations for poor, social and political awareness drives.

NOMINEES:

Avani Riverside, Howrah-Kolkata,
Magnet The Mall, Raipur

IMAGES MOST ADMIRED SOCIALLY RESPONSIBLE SHOPPING CENTRE OF THE YEAR (SOUTH) **THE FORUM, BENGALURU**

The Forum, trained personnel take special care of its elderly and physically challenged customers. The mall celebrated its 10th anniversary this year by sponsoring the education of 10 children for the next 10 years at Christel House. Together with the Karnataka Vintage Classic Car Club and Bangalore Classic Scooter Club, presented the 'Joy Ride'—a vintage and classic car and scooter rally, in aid of orphan children from the Srinidhi Charitable and Educational Trust.

NOMINEES:

Lulu Mall, Kochi, Mantri Square Mall, Bengaluru,
Forum Value Mall, Bengaluru

IMAGES MOST ADMIRED SOCIALLY RESPONSIBLE SHOPPING CENTRE OF THE YEAR (WEST) **INORBIT MALAD, MUMBAI**

Inorbit Malad is associated with many NGO's for supporting the cause 'Inorbit Connect' which specifically is helping customers to be socially aware of various causes pertaining to the environment, society, health and other social topics to create a better world.

NOMINEES:

Growel's 101 Mall, Mumbai, Korum Mall, Thane
High Street Phoenix, Mumbai, Infiniti Mall, Malad,
Mumbai, Phoenix Marketcity, Pune, Viviana Mall, Thane

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IMAGES MOST ADMIRER SHOPPING CENTRE MARKETING AND PROMOTIONS OF THE YEAR (NORTH) DLF PROMENADE, DELHI

DLF Promenade's tenant brands have seen a healthy 25-30 per cent of sale growth in the last FY because of the events and promotions planned. Annual properties like Summer Fiesta, Shopping Carnival and Christmas Cheer were super hits with Summer Fiesta adds 30per cent increase in footfalls. The Shoe and Bag Festival earned PR worth ₹54 lakh and terrific social media response with 12,500 Facebook likes added.

NOMINEES:

AlphaOne, Amritsar, DLF Emporio, Delhi, DLF Place, Delhi, Elante Mall, Chandigarh, Select CITYWALK, Delhi

IMAGES MOST ADMIRER SHOPPING CENTRE MARKETING AND PROMOTIONS OF THE YEAR (EAST) CITY CENTRE SALT LAKE, KOLKATA

City Centre Salt Lake, Kolkata organises popular food festivals like Biryani and Kebab festival, Mango Mania, Nolen Gur-er Mishti festival, Calcutta Classics have now become an annual event on public demands. The mall has also organised events keeping in mind the seasonal flavours like Cool Delights during summers and Ebong Ilish during the monsoons. The mall also organized special events catering to children like Chhota Bheem Carnival, Disney Magic etc.

NOMINEES:

City Centre New Town, Kolkata, Magneto The Mall, Raipur

IMAGES MOST ADMIRER SHOPPING CENTRE MARKETING AND PROMOTIONS OF THE YEAR (SOUTH) ORION MALL, BENGALURU

Orion Mall, Bengaluru have generated almost 30 million footfalls in the two last years of operations and resulted in over ₹1100 crore of business. The Orion Shopping festival 2013 saw more than 30,000 participants winning grand prizes every hour, every day, every week and the grand prize was the Volvo S60 worth ₹40 Lakhs. The Orion Fashion Week is among the most prestigious and eagerly awaited events.

NOMINEES:

Lulu Mall, Kochi, Mantri Square Mall, Bengaluru, Orion Mall, Bengaluru, Phoenix Marketcity, Bengaluru, Phoenix Marketcity, Chennai, The Collection, Bengaluru, Forum Vijaya Mall, Chennai, The Forum, Bengaluru

IMAGES MOST ADMIRER SHOPPING CENTRE MARKETING AND PROMOTIONS OF THE YEAR (WEST) GROWEL'S 101 MALL, MUMBAI

Growel's 101 mall's Thoosday Concept; a promotion offering Flat 40per cent off at the food-court on all Tuesdays. The promotion helped the retailers and the customers to induce trials and thereby increase the consumption. This resulted into 32 per cent growth on trading-density (YOY) at Food court Also organized multiple talent competitions for women over a period of 2 months with gala prizes for the winners.

NOMINEES:

AlphaOne, Ahmedabad, Infiniti Mall, Malad, Mumbai, Inorbit Malad, Mumbai, Korum Mall, Thane, Oberoi Mall, Mumbai, Phoenix Marketcity, Pune, R City, Ghatkopar, Mumbai, Viviana Mall, Thane

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IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR METROS (NORTH) SELECT CITYWALK, DELHI

Select CITYWALK has been designed to provide a feel of high-street market place combined with the comforts of the shopping mall. The latest milestone in Select CityWalk's portfolio is hands free shopping and late night shopping. It is one of the first shopping center's in the country to provide the audience an opportunity to shop till 11 pm. A favourite among the brands for conducting promotions and experimental marketing campaigns.

NOMINEES:

Ambience Mall, Gurgaon, DLF Emporio, Delhi,
DLF Promenade, Delhi, Pacific Mall, Delhi

IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR METROS (EAST) MANI SQUARE, KOLKATA

Mani Square has seen growth in total lease rent income over the previous year. CAM income grew by 43 per cent over the previous year. In 2013-14, a packed event calendar and intelligent leasing keeping in mind the catchment area has ensured mall footfalls have increased by 16 per cent and store vacancy has decreased by 43 per cent over the previous year.

NOMINEES:

City Centre New Town, Kolkata, City Centre Salt Lake, Kolkata,
Mani Square, Kolkata

IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR METROS (SOUTH) THE FORUM, BENGALURU

The Forum, has two entries with an anchor at each end and vanilla retailers in between with multilevel car parking to facilitate the smooth movement of shoppers, without clusters and bottlenecks. Marketing campaigns like Denim Unplugged, Forum Aao Dubai Jao, Vintage Car Rally, Christmas Carnival and the Forum Birthday Bash have all been a great success. These much awaited events have become part of the mall's persona making it an exciting event venue as much as it is Bengaluru's No.1 shopping destination.

NOMINEES:

Inorbit Mall, Cyberabad, Mantri Square Mall, Bengaluru, Orion Mall, Bengaluru,
Phoenix Marketcity, Chennai, Phoenix Marketcity, Bengaluru

IMAGES MOST ADMIRED SHOPPING CENTRE OF THE YEAR METROS (WEST) INFINITI MALL, MALAD, MUMBAI

Infiniti Mall, Malad launched the mall loyalty program to delight the Patrons with benefits and directly bring increase in business of the retailers. Successful flat 50 per cent campaign due to the 360 degree promotional strategy which was beneficial to boost retailer's sale and mall's footfalls. Only mall that offers free branding to their retailers in order to boost sales.

NOMINEES:

AlphaOne, Ahmedabad, High Street Phoenix, Mumbai, Korum Mall, Thane,
Metro Junction Mall, Kalyan, Mumbai, Oberoi Mall, Mumbai, R City, Ghatkopar, Mumbai

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**IMAGES MOST ADMIRED SHOPPING CENTRE
LAUNCH OF THE YEAR (NORTH)
ELANTE MALL, CHANDIGARH**

Over 75,000, about 5 per cent of the city's population and close to 20-25 per cent of the mall's desired TG visited the mall on the first day. While the mall was launched with 56 per cent of tenant occupancy, within three months it achieved 85 per cent tenant occupancy. While 92 per cent tenant occupancy was achieved in 6 months and today it has 97 per cent occupancy. Average footfalls of a million a month. Ladies and Gentlemen must also say that Elante was also Equally appreciated by the Jury and the retailers.

**IMAGES MOST ADMIRED SHOPPING CENTRE
LAUNCH OF THE YEAR (EAST)
QUEST MALL, KOLKATA**

Quest, Kolkata has approximately 4.2 lakh sq. ft. of retail and F&B space with 3.2 lakh sq. ft. of multi level car park. The mall has nature-inspired design-exterior nodal structure, petal prints within, an installation called 'Rain of Petals', cascading down the four floors, stopping just above the fountain in the atrium. Luxury on the ground floor, followed by premium and bridge brands on the floors above Yauatcha, Calcutta's first date with a Michelin-star restaurant has indeed added a feather in the cap.

**IMAGES MOST ADMIRED SHOPPING CENTRE
LAUNCH OF THE YEAR (SOUTH)
FORUM VIJAYA MALL, CHENNAI**

Forum Vijaya Mall brings to Chennai's discerning customers a world-class shopping experience. For launch used very effective media coverage through: television, print media, on air, online and PR. With access from two roads, the mall's design aims to maximise the visible frontage on both sides so as to become an inviting hub for customers and a dominating landmark in its own right.

**IMAGES MOST ADMIRED SHOPPING CENTRE
LAUNCH OF THE YEAR (WEST)
INORBIT MALL, VADODARA**

Inorbit, Vadodara in just 8 months of operations, has created a significant impact in the minds of customers and retailers alike. Inorbit at Vadodara is centrally located with 3.6 lakh sq. ft. of retail development spanning three levels of Shopping, Lifestyle and Entertainment. Inorbit has branded the 'Inorbit App' in a way that the customer understands the interface and uses it to the best for enhancing his/her shopping experience.

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**IMAGES MOST ADMIRER SHOPPING CENTRE
OF THE YEAR-NON METRO (NORTH)
ALPHAONE, AMRITSAR**

AlphaOne, Amritsar over and above the weekend activities and festive celebrations, CSR drives are conducted at a regular level to establish emotional connect with local population. Brand mix suited for a tier-II city with clear customer flow and mall design.

**IMAGES MOST ADMIRER SHOPPING CENTRE
OF THE YEAR-NON METRO (EAST)
MAGNETO THE MALL, RAIPUR**

Total Lease rent income of Magneto The Mall, Raipur grew by 26 per cent over the previous year. Total supplementary income grew by 67 per cent over the previous year. CAM income grew by 42 per cent over the previous year.

**IMAGES MOST ADMIRER SHOPPING CENTRE
OF THE YEAR-NON METRO (SOUTH)
LULU MALL, KOCHI**

Lulu Mall, Kochi, Being a 2.5 million sq. ft. mall, has been zoned to ensure circulation of footfalls to all areas. With a judicious mix of entertainment, customer engagement, international performances, community programmes, shopping festivals, exclusive offers and much more, Lulu Mall tries to provide a plethora of activities for all the stakeholders.

**IMAGES MOST ADMIRER SHOPPING CENTRE
OF THE YEAR-NON METRO (WEST)
PHOENIX MARKETCITY, PUNE**

Total Lease rent income Phoenix Marketcity, Pune grew by 58 per cent over the previous year. Supplementary income grew by 23 per cent over the previous year. CAM income grew by 34 per cent over the previous year.

NOMINEES:

Brookefields, Coimbatore, City Centre, Siliguri, MBD Neopolis, Ludhiana, South Avenue Mall, Jabalpur, Urban Oasis Mall, Hubli

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**IMAGES MOST ADMIRED SHOPPING CENTRE
LAUNCH OF THE YEAR
VR SURAT, SURAT
(SPECIAL AWARD FOR COMMUNITY ENGAGEMENT AND
PROMOTING CITY'S CULTURE AND HERITAGE)**

VR Surat, the 20,152 sq. mt. lifestyle destination developed by Virtuous Retail has successfully engaged local communities to make it the most hyped social hub, a tourist and cultural destination offering, an exciting mix of retail, art, entertainment and community initiatives. The success of DUMAS art project with a series of festivals such as *Khoobsurat* and *Glam Garba* helped establishing brand Surat across the nation. This unique street art festival brings together art lovers and is also a home to over 100 brands.

**IMAGES MOST ADMIRED SHOPPING CENTRE
DESIGN OF THE YEAR
VIVIANA MALL, THANE**

Viviana Mall, Thane's contemporary design comprises of excellent space planning with respect to both the interiors and exteriors of the mall, creating a customer-friendly environment. Glimpses of classical architecture can be seen through decorative stone plasters, canopies, landscaped courtyard, and grand entrance on the exteriors and a voluminous atria with interesting roof structures, decorative trusses in the interiors.

NOMINEES:

Ambuja City Centre, Raipur, Viviana Mall, Thane,
V R Surat, Surat, Quest Mall, Kolkata,
Forum Vijaya Mall, Chennai

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**IMAGES MOST ADMIRED
SHOPPING CENTRE MANAGER OF
THE YEAR
SUNIL SHROFF, VICE-PRESIDENT FOR
MALL OPERATIONS, VIVIANA MALL, THANE**

Viviana was the only mall in the country to have opened with 4 lakh sq.ft. of retail space on day one. In the first 9 months the mall has crossed approximately 5 Million footfalls with over 200 days of events and promotions. Along with his dedicated team and with the support of the retailers, Sunil Shroff has been able to break all records in the retail industry.

NOMINEES:

Shibu Phillips, Lulu Mall, Kochi,
Subir Das, Avani Riverside Mall, Howrah-Kolkata