



# RETAIL SPACES: GENERATION NEXT

INDIA  
SHOPPING  
CENTRE  
FORUM

MAY  
13 – 14, 2011  
THE RENAISSANCE  
MUMBAI  
INDIA



[www.indiashoppingcentreforum.com](http://www.indiashoppingcentreforum.com)

## Retail spaces: generation next

Innovation and renovation will be the two success mantras for making shopping centres work. It's not just about doing things differently, but more about doing different things all together. From new revenue streams to innovation in design, NEXT GEN RETAIL SPACES will evolve out of solutions linked to the spirit of partnership and collaboration and interest of the sector to serve the customers and markets. The ISCF 2011 brings together the brightest brains in the business to talk fresh and green and discuss tangible ideas for positive development with the investors, developers and project operators, retailers and service providers.

- > HVAC/ Lighting/ Energy Management & Utilities
- > Flooring Masonry Products
- > Fountains/ Statues/ Sculpture
- > Marble, stone, granite, Agglomerates, Paints
- > Tiles & Sanitaryware
- > Doors & Windows
- > Cleaning Equipment
- > Generators & Power Backup
- > Horticulture
- > Pest control
- > Solar Energy
- > Accounting/ Financial Services & Software
- > Advertising/ Marketing/ Public Relations Firms
- > Integrated facilities management services
- > General Insurance companies
- > Logistics & Transport company
- > Housekeeping services
- > Security organizations
- > Entertainment Zones

- > Food Plazas
- > Mall Management Companies
- > Parking Management Companies
- > Environment/ Energy/ safety Management
- > Retailers
- > Municipalities
- > Metro/ Airport authorities
- > International & Indian Property Consultants
- > Security Services & Equipments
- > Demographics/ Market Analysis/ Prospecting
- > Landscaping Services
- > Shopping mall & real estate Developers
- > professional Engineers ,structural engineers
- > Architects & Interior Designers, Technocrats
- > Consultants, Planners & Infrastructural Professional
- > Academicians from universities and R&D Institutes
- > Supplier of aggregates, reinforcement & Admixtures
- > Building contractors & Construction Material suppliers
- > Investors, Promoters & key senior govt. Officials
- > Construction companies
- > Seniors. Govt. officials.

Supported by  
  
 SHOPPING CENTRES ASSOCIATION OF INDIA

The Shopping Centres Association of India (SCAI), a NPO (non-profit organisation) has been set up with the vision to engage in, and encourage, the development of the shopping centre industry in India, by equipping it with the requisite knowledge base and operational skills, to enable it to assume its rightful place in the society, the economy, and the world.

**IMAGES**  
 GROUP >>

### THE ORGANISERS

A retail intelligence organisation with publications, research, education, events, awards and retail support services, the IMAGES Group (established in 1992) has played a vital role in organising fashion and retail businesses in India. Establishing a continuous flow of information through its activities facilitating networking amongst investors, retailers, realtors and brand leaders, IMAGES has emerged as the most vibrant link between the marketers and the market-place.

### INDIA SHOPPING CENTRE FORUM 2011 A PLATFORM FOR

- > Shopping Centre Owners/ Developers
- > Construction Chemical & Mineral Admixtures
- > Cement & steel
- > Architectural/ Engineering Firms/ Architecture Consultancy
- > Building Materials & Construction Technologies
- > Air Conditioning & Refrigeration
- > Graphic & Interior Design organizations
- > Building Fixtures, Fittings & Scaffolding
- > Elevators/ Escalator Sales & Services
- > Roofing & Cladding
- > Glass Technology
- > Building automation systems



## a must-attend Shopping Centre event

India Shopping Centre Forum (ISCF) is an unparalleled platform for the shopping centre development business in India. Offering a comprehensive view of the country's most exciting retail real estate projects, occupier concepts and support services, participants can take advantage of this major industry gathering to:

- > Promote their services/products and core competencies
- > Discover current developments and future possibilities
- > Make new professional contacts and expand your network
- > Understand major market trends in shopping centre leasing, management & marketing
- > Spot the latest economic & retailing trends that are affecting the industry
- > Widen their industry knowledge and horizons
- > Celebrate outstanding achievements with industry stars



### For Centre Owners/Developers

Get the pulse of the retail real estate industry and widen your knowledge and horizons at this exclusive platform for shopping centre professionals. The conference, through its comprehensive and extensive agenda, creates the environment to spot the latest market and economic trends. Join us at ISCF to gain insights into investment opportunities and meet potential partners to take your business forward.

### For Retailers

Spend on real estate is a significant component of a retailer's cost of operations, and retail is a prime occupier of shopping centre spaces in India. Each side plays an important role in growth of the other. Which is why some of India's prominent mall space owners will be present at ISCF. For retailers, this presents an invaluable opportunity to meet developers who carry the vision to respect the critical role of retail, and to understand the real estate business, its constraints and its concerns in short, an opportunity to sync a retailer's vision with a developer's ambitions on a one-to-one basis.

### For Investors

For retail real estate funds and international shopping centre support businesses, the event presents a 360 degree perspective on the key trends and demands generated from India's highly dynamic retail and retail real estate sectors, and also to analyse ROIs from retail-led real estate.

### For City Planners and Civic Authorities

ISCF is the ideal event to explore public private partnerships in creating differentiated and profitable shopping centre spaces. The event offers a great venue for real estate developers, architects, town planners and policy makers to draw investor interest in developing urban and rural retail & entertainment spaces.

### For Shopping Centre Support Companies

Present your services, products, concepts, ideas in design and architecture, facility management, parking, entertainment zones, security and other support services to the key decision makers. ISCF creates opportunities for support companies to meet with the shopping centre developers and showcase their innovations that add aesthetics, value and traffic to existing and forthcoming shopping centres across India.





## INDIA SHOPPING CENTRE FORUM Exhibition

Showcase your Projects, Ideas, Innovations, Concepts in Spaces, Design & Architecture, Facility Management & Services to the decision makers of the Indian Retail & Shopping Centre Industry

- Expand your network & generate leads
- Put your finger on the market pulse

- Conduct meetings in your own branded environment
- Build new alliances and forge new partnerships



Exhibitors over the years



Some of the prominent Speakers at ISCF over the years include:

- |  |   |  |
|--|---|--|
| 1. <b>Abhishek Bansal</b> , ED, Pacific Malls  | 13. <b>Thomas Vergese</b> , CE, Aditya Birla                          | 26. <b>Nick Kyriacos</b> , MD, Bentel Associates International, SA               |
| 2. <b>Shishir Bajjal</b> , Managing Partner & CEO, Real Estate Everstone Investment Advisors | 14. <b>Akhil Chaturvedi</b> , Director, Provogue                      | 27. <b>Phil McArthur</b> , SVP, Ivanhoe Cambridge, India                         |
| 3. <b>Ashwin Puri</b> , CEO, Property Zone, India  | 15. <b>Pranay Sinha</b> , MD, Starcentres                             | 28. <b>S. Raghunandan</b> , CEO, Prestige Retail Grp                             |
| 4. <b>Anuj Puri</b> , Chairman & Country Head, Jones Lang LaSalle                            | 16. <b>V P Harris</b> , MD, Witco                                     | 29. <b>M.Subramaniam</b> , Mangal Tirth Estate                                   |
| 5. <b>Dharmesh Jain</b> , CMD, Nirmal Grp  | 17. <b>Anand Sundaram</b> , Ishanya                                   | 30. <b>Kevin Chee</b> , Country Head, India, CapitaMalls Asia                    |
| 6. <b>Ashesh Amin</b> , President, Apparel & Retail, SKNL                                    | 18. <b>V Hari Krishna</b> , Director, Katak Realty Fund.              | 31. <b>Joanna Desouza</b> , President, Real Estate Everstone Investment Advisors |
| 7. <b>Shailesh Chaturvedi</b> , CEO, Tommy Hilfiger (India)                                  | 19. <b>Tushar Dhingra</b> , COO, Adlabs films Ltd                     | 32. <b>Shilpa Malik</b> , Co Founder & CEO, Starcentres                          |
| 8. <b>David Blair</b> , MD, Fitch, South Asia  | 20. <b>Susil S. Dugarwal</b> , Chief Mall Mechanic, Beyond Squarefeet | 33. <b>Ramesh Shah</b> , Advisor, Ambience Group.                                |
| 9. <b>Sanjeev Mehra</b> , VP, Mall Operations, South City Projects                           | 21. <b>Suresh Singaravelu</b> , CEO, Hotels Division, K Raheja Group  | 34. <b>Rajneesh Mahajan</b> , VP-Leasing, Inorbit                                |
| 10. <b>Neeraj Ghei</b> , Director, Select Infrastrucutre                                     | 22. <b>Sunil Biyani</b> , Director, Future Group                      | 35. <b>Kaustuv Roy</b> , ED, C&W   |
| 11. <b>Bijou Kurien</b> , President and Chief Executive, Reliance Retail - Lifestyle         | 23. <b>Shubhranshu Pani</b> , MD Retail, Jones Lang LaSalle           | 36. <b>J Suresh</b> , CEO, Arvind Brands   |
| 12. <b>Amit Bagaria</b> , Chairman & CEO, Asipac Group                                       | 24. <b>Arif Sheikh</b> , President - Retail, EWDL                     | 37. <b>Pramod Arora</b> , Group President, PVR                                   |
|  | 25. <b>Monish Bhalla</b> , Sr. VP, Runwal Group                       | 38. <b>Pradeep Hirani</b> , Chairman, Kimaya Fashions                            |
|  |   | 39. <b>J P Biswas</b> , V P, Mktg & Leasing, Vivacity Mall                       |
|  |   | 40. <b>B S Nagesh</b> , Vice Chairman, Shoppers Stop                             |
|  |   | 41. <b>Kishore Bhatija</b> , MD, Inorbit   |
|  |   | 42. <b>Christopher Lanksbury</b> , Partner, Chapman Taylor, UK                   |
|  |   | 43. <b>Manish Kalani</b> , MD, EWDL  |
|  |   | 44. <b>Aniruddh Wahal</b> , Director, DTZ  |
|  |   | 45. <b>Anshuman Magazine</b> , CMD, CB Richard Ellis, South Asia                 |

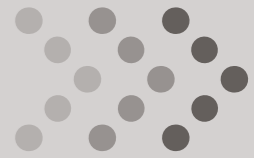
## Conference Theme | More Ground for Shopping Centres : Laying the foundation for Retail 2020

### Conference Highlights

- Urban Planning For Invigorating Retail Environments
- Prospects- Retail Vs Retail Infrastructure Growth
- Shopping Centre Funding & Investments
- Policy Framework & Regulations
- The Green Agenda
- Consumer & Consumption: Global Vs Indian
- Generation Next: Strategy for Creating Successful Retail Spaces
- Where are the future markets?
- Market Dynamics: Understanding the Triggers
- Shopping Centre Financials



Retailers and developers — they are wooing each other, warring with each other, but can not do without each other. Good retailer-developer relationships become an invaluable strength for the both of them, and become bedrock for the growth of Shopping Centres. While this relationship has long track records globally, and has matured to become unbreakable bonds, the nascence of the industry in India throws the challenge of discovering and understanding each other's needs, developing respect for each other's businesses and becoming partners in progress. In an open house conclave, leaders from each side come together and speak openly about the other side, their issues, concerns, desires and experiences, to pave the way for a deeper understanding and respect for each other.



## Glimpses

Mark your presence among the best in the business...

Connect and Profit from ISCF Networking



For details on ISCA and self-nomination procedures, please write to vivek@irisretail.com or call +91 9971101140



## Images Shopping Centre Awards 11

### Honouring Excellence in the Shopping Centre Business

The IMAGES Shopping Centre Awards acknowledge and honour achievements in the creation of large-scale retail & entertainment spaces across India. They direct the spotlight on outstanding shopping centres as benchmarks of profitable land use, and provide impetus to an industry that is currently evolving in India. Retailers, the largest chunk of occupiers at India's shopping centres, form a crucial vote bank for real estate developers. The Awards present opportunities to retailers to register their opinions on shopping centres and developers, and to also voice their areas of concern in the retailer-developer relationship.

### Winners' Gallery - ISCA'10

Most Admired Shopping Centre of the Year – Non Metros  
**WINNER: Treasure Island (Indore)**

Most Admired Shopping Centre of the Year (up to 5 lac sq ft GLA)  
**WINNER: Select CITYWALK (Delhi)**

Most Admired Shopping Centre of the Year (More Than 5 Lac Sq.Ft GLA)  
**WINNER: Ambience Mall (Gurgaon)**

Most Admired Shopping Centre of the Year – Speciality Mall  
**WINNER: DLF Emporio (Delhi)**

Most Admired Shopping Centre of the Year – Metros (Population 40 Lac Plus)  
**WINNER: Select CITYWALK (Delhi)**

Most Admired Shopping Centre Launch of the Year – North  
**WINNER: Alpha One (Amritsar)**

Most Admired Shopping Centre Launch of the Year – South  
**WINNER: Mantri Square (Bangalore)**

Most Admired Shopping Centre Launch of the Year – West  
**WINNER: Palladium (Mumbai)**

Most Admired Shopping Mall of the Year – Best ROI For Retailers  
**WINNER: The Forum (Bangalore)**

Most Admired Shopping Centre Developer of the Year –  
**WINNER: Inorbit Mall (Malad, Mumbai)**

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