



INDIA SHOPPING CENTRE FORUM 2010
Conference • Exhibition • Awards
5 - 6 May 2010, Mumbai, India
www.indiashoppingcentreforum.com



INDIA SHOPPING CENTRE FORUM 2010

5 – 6 May 2010, Renaissance Mumbai, India

Conference Agenda

Theme : 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 2010 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.

Conference Anchors:

Jayant Kochar, MD, Go Fish Retail Solutions

Anish Trivedi, Chairman and MD, Banyan Tree Communications

5 May 2010 - Day 1 – Wednesday

09:00-10:00 Registration & Breakfast

10:00-12:00 SCAI Conclave

Opening: A Decade of Evolution of Shopping Centres in India - The Journey So Far And The Road Ahead
Pranay Sinha, MD, Star Centres

SCAI Briefing: Manoj Motta, COO, SCAI

Keynote: Urban Planning for Invigorating Retail Environments

Shopping centres are impacting our towns and cities like it had never been imagined before. They are becoming our new community spaces, driving consumption and emerging as a symbol of our Urbanisation. They are generating employment, both during and after development, boosting consumption and taking our national economy to greater heights.

However, they face significant risks and challenges, such as in terms of fitting appropriately into our urban planning vision and infrastructure fronts, on the one hand, and on the other, of shouldering a significant responsibility of growing in an environmentally friendly way.

Also what are the regulatory reforms in Development Control and other rules to increase supply of retail space and to make retail spaces more affordable from a capital cost and operational standpoint and to bring more excitement to retail spaces? The social anthropological and economic imperatives of retail must be explored to give retail more acknowledgment as a relevant instrument for progress and social contentment. The question is - Is retail and market space becoming more an investment option for investors and less an institution for the community?

This annual SCAI Conclave will discuss the benefits, imperatives and challenges of shopping centres, as also socially and environmentally responsible development, in tune with the vision for our cities.

Panel discussions:

Indian Mallscape: Renovating Strategies

- India's Retail Revolution – From Mallscape to Dreamscape
- Shopping Centres - The Asian Experience and Learning for India

Shopping Centres: Looking Beyond Real Estate

- Environmental Impact
- Ways to Go Green: Trends across the Globe
- Driving Social & Cultural Change
- Engaging the community & CSR

Anchors:

Anuj Puri, Chairman & Country Head, Jones Lang LaSalle Meghraj
S. Raghunandan, CEO, Prestige Retail Grp

Panel:

Thomas Verghese, Chief Executive, Aditya Birla Retail & Chairman, CII National Committee on Retail
B S Nagesh, Vice Chairman, Shoppers Stop and Chairman, Retailers Association of India
Amitabh Taneja, Chief Convenor, ISCF & Head, Images Group
Phil McArthur, SVP-India, Ivanhoe Cambridge Investment Advisory
Arif Sheikh, President, Retail, AIPL
Nikhil Chaturvedi, MD, Prozone & Provogue
Neeraj Ghei, Director, Select Infrastrucutre

12:00 -13:30 Shopping Centre Funding & Investments

Panel Discussion:

- Investor perspective & Expectations
- Type of investors & availability of funds for the shopping Centres industry
- Retail Asset Best practices
- Retail Real Estate as an Asset Class
- Global & Local Real Estate Cycles

Anchor: Nikhil Chaturvedi, MD, Prozone & Provogue

Panel:

Nipun Sahni, MD & Head, Real Estate Investments – India, DSP Merrill Lynch Capital
Sanjeev Dasgupta, President Real Estate, ICICI Venture
Rishi R Tej, Co-Founder & CEO, Sheer Capital Advisory
Rahul Rai, Principal, Sun Apollo Real Estate Advisors
Ritesh Vohra, MD, Real Estate, Saffron Asset Advisors
Ambar Maheshwari, Head of Investment Advisory, DTZ

13:30-14:30 Lunch Break

14:30-16:00 Retail Environment: Retailer's perspective

Panel Discussion:

- Prospects: Retail vs. Retail Infrastructure
- How Successful are Our Shopping Centres?
- Experience and Challenges faced so far?
- What are retailers' expectations from Shopping Centres?
- Outlook for next year - what retailers are looking at?
- What are the cities they are looking at and why?
- What rentals rental model they are looking at?

Anchors:

Rajan Malhotra, President, Retail Strategy, Future Group
Anshuman Magazine, CMD, CB Richard Ellis, South Asia

Panelists:

Govind Shrikhande, President & CEO, Shoppers Stop
Gaurav Ahuja, MD & COO, Red Ginger Hospitality
Shailesh Chaturvedi, CEO and Director, Tommy Hilfiger Apparels India
Pankaj Renjhen, Jt. MD (Retail), Jones Lang LaSalle Meghraj.
Salil Chaturvedi, Director, Provogue

16:00-16:30 Networking Break

16:30-18:00 Consumer Behaviour & Consumer Perspectives towards Malls

Panel Discussion:

- Making of Shoppers Centric Malls
- What are the consumer needs in a shopping centre?
- Spend patterns / spending behaviour
- Different malls appealing to different consumer segments
- Geographical spread of the mall / tier 1 vs tier 2 malls

Anchor:

Tarun Joshi, Director, Crew Republica Retail
Anand Raghuraman, Partner & (Managing) Director, The Boston Consulting Group

Panelists:

Dr. Sumas Wongsunopparat, EVP, Corporate Strategy Office, Central Pattana, Thailand
Asitava Sen, Director, Business Consulting Services, The Nielsen Company (India)
Dilip Kapoor, MD, Hidesign
Vivek Kumar, MD, IRIS Retail
V P Harris, MD, Witco
Jai Subramaniam, Co Founder, Shop 4 solutions
Sanjeev Mehra, VP, Mall ops, South City Projects

18:00-18:30 Networking Break

18:30-20:30 Evening Talk Shows

- **Mall Economics: Ground Reality**

Anchor: Phil McArthur, SVP-India, Ivanhoe Cambridge Investment Advisory

The session will discuss the reality of shopping centre performance relating to the profitability of retailers, the long term sustainable model and the changes that we see in the India Shopping centre scene in the past 3 years. Special emphasis will be placed on the process of site identification, planning a strong mall and operating....it will be a journey into the mindset of developers who decide to do malls without proper planning and the unfortunate results that happen.

Panelists:

Pranay Sinha, MD, Star Centres
S. Raghunandan, CEO, Prestige Retail Grp
Kishore Bhatija, MD, Inorbit

- **Local Vs National Anchors**

Anchor: Amit Bagaria, Chairman & CEO, Asipac Group

South Indian retailers -- RMKV, Emmanuval Silks, Kalyan Silks, Pothys, among others -- are generating business

of Rs.150-200 crore per store, each of which is as large as 100 to 125 thousand sq.ft. Among the national players, no one -- apart from Central and HyperCity -- has such large stores; even the highest selling outlets are barely managing to touch Rs.100 crore. If Pothys can pay Rs.94/ sq.ft as revenue share rent for a 40,000 sq.ft anchor store in a mall, why should a developer target a national department store for a mere Rs.68/ sq.ft? RMKV is setting up a 55,000 sq.ft anchor store in a Coimbatore mall. Elsewhere, CTZ Plaza, Benzer and such are waking up too. Watch out! This new class of anchors is spreading its wings.

Panelists:

M Balasubramaniam, Director, Mangal Tirth Estates
P Subramaniam, Head-Marketing, RMKV
Ankur Savla, Director, Benzer and Centre one
Gaurav Mahajan, COO, Westside
Rajiv Kalwani, Head, New Store Opening, Reliance Trends
Shabnam Singhal, Director, Sirius Designs & Events



20:30 – 23:00 Awards, Celebrations & Gala Dinner

6 May 2010 - Day 2 – Thursday

10:00-11:00 Shopping Centres Design & Architecture

Panel Discussion:

- Fundamentals of Design
- Construction Management
- Learning from Best Performing Malls & Processes needed to develop successful malls
- Best Performing Malls – How they fare in Design & Architecture?
- Case studies from across the globe: Megamalls, theme malls, tourism mall, suburban mall, young adults mall, mixed used development etc.

Anchor: Suresh Singaravelu, CEO, Hotels Division, K Raheja Group

Panel:

Nick Kyriacos, MD, Bentel Associates International, SA
David Sheldon, AVP, RM (Europe), The Jerde Partnership
David Blair, MD, Fitch, South Asia
Christopher Lanksbury, Main Board Director/ Partner, Chapman Taylor, UK
Tanmay Tathagat, Principal, Environmental Design Solutions
Ajay Shah, Principal, The Ajay Shah Design Studio

11.00- 12.30 GenNEXT: Retail Spaces

After more than a decade of experimentation, the next generation of shopping centres has started to evolve learning from past mistakes and successes. Out of over a 100 operational centres across the country, Why do some centres work while others do not ? Shopping centre development is a science and an art closely intertwined with the business's financial objectives. The issue is to understand & address the key performance indicators for this business – the REAL SUCCESS MANTRAS for creating popular shopping destinations for the consumer and long term sustainable success for the retailers and developers.

The previous generation of shopping centres has proven that just having the right location, scale, catchment, interiors specifications or even anchors, in isolation, may not be guarantees for achieving project success, its much more, a more holistic approach... What should be the approach for the Generation NEXT? What are the KEY DRIVERS? How do we crack the code?

Panel Discussion:

- Strategy for Creating Successful Retail Spaces
- Location Selection, Mall Merchandising, Adjacencies, & Space Planning
- Design & Tenant Mixing
- Strategic Marketing & Leasing

Anchors:

Shilpa Malik, Founder & CEO, Star Centres
Harminder Sahni, MD, Wazir Advisors

Panel:

Amit Bagaria, Chairman & CEO, Asipac Group
Kevin Chee, Country Head, India, CapitaMalls Asia
Vishal Mirchandani, President, Leasing & Asset Management, Prozone
J P Biswas, V P, Mktg & Leasing, VivaCity Mall
Rajneesh Mahajan, VP, Leasing, Inorbit
Dheeraj Dogra, CMO, Express Avenue
Sanjeev Mehra, VP, Mall Operations, South City Projects

12:30-14:00 Challenges & Strategies for Effective Mall Management

Managing a shopping centre which witnesses millions of people every year comes with unique challenges particularly in a country where shopping centre business is still nascent. While the objective of every mall manager is to boost sales by providing improved experiences, year on year, it is often difficult to correct slippages of the past with regard to issues like retail planning and tenant mix design, amongst other things. The unique situation where India stands with close to 150 operational malls but only a handful being strong performers, the focus in the country today is increasingly on centre management strategies for success. We present some of the common challenges being faced and many of the innovative strategies in use or possible to use in the Indian context.

Panel Discussion:

- Mall Management – Best Practices
- Occupiers Wish List towards Good Management
- Infrastructure & Amenities - Behavioral Challenges & Emerging Trends
- CAM: Best Practices
- Stemming the Vacancy Tide
- Post operative Mix Management Strategies
- Securing the Mall against Modern Day Risks
- Emergency Preparedness and Disaster Management – in the wake of recent fires at Stephen court Kolkata, Carlton Towers, Bangalore
- Events & Promotion – Revenue and Footfalls Vs. Aesthetics - the Good, the Bad and the Ugly

Anchor: S. Raghunandan, CEO, Prestige Retail Grp

Panel:

Ashwin Puri, CEO, Property Zone, India
Jonathan Yach, Head, PropCare Mall Management
Susil S. Dungarwal, Chief Mall Mechanic, Beyond Squarefeet Advisory
Manoj Agarwal, AVP, Operations, Inorbit
Kaustuv Roy, ED, C&W
Aniruddh Wahal, Director,DTZ

14:00-15:00 Lunch Break**15.00- 16.00 Differential Rental for Vanilla stores – Myth or Reality?**

Vanilla tenants have often been sidelined in the rush to secure powerful anchors, but developers are now

increasingly using vanilla store leasing strategies for balancing and improving returns from their shopping centres. How far can we favour the vanilla store to add flavour to the centre mix and its ability to provide real diversity to the customer? Do we need to introduce differential rentals based on category/ format/ brand? Is it implementable?

Anchor: Shubhranshu Pani, MD, Retail, Jones Lang LaSalle Meghraj

Panel:

Anand Sundaram, ED & COO, Operations, Marketcity Resources
 Yogesh Samat, Foresight Optical
 Rajneesh Mahajan, VP, Leasing, Inorbit
 Vishal Mirchandani, President, Leasing & Asset Management, Prozone
 Anurag Rajpal, VP, Apparel, Spencer's Retail
 V P Harris, MD, Witco

ISCF 'D&R Conclave'

16:00- 17.30 Partners in Progress: Developers & Retailers

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.

Burning Issues

- Redrafting Lease Deeds – Practical Application
- Managing costs: Common Area Management Charges
- Landlords' Remedies - Defaulting Tenants
- Issues with Multiplex, Hypermarkets, Food courts, Vanilla Retailers & Local Retailers
- Differential Rentals – Logical Acceptance
- Preparedness - Terror , Security & Fire
- Bringing in the customer – Events and Promotions

Anchors: Pranay Sinha, MD, Star Centres & Anuj Puri, Chairman & Country Head, Jones Lang LaSalle Meghraj

Developers	Retailers
Dharmesh Jain, CMD, Nirmal Grp Yograj Arora, Director, Select Infrastrucutre Arif Sheikh, President-Retail, AIPL Abhishek Bansal, ED, Pacific Malls Monish Bhalla, Sr, VP, Runwal Group Shilpa Malik, Founder & CEO, Star Centres T Anupam, Associate VP, Malls, Korum Mall Sanjeev Mehra, VP, Mall Ops, South City Projects Pallavi N. More, MD, Growel's 101 Rajneesh Mahajan, VP, Leasing, Inorbit Jonathan Yach, Head, PropCare Mall Management M.Subramaniam, Mangal Tirth Estate	Thomas Verghese, CEO, Aditya Birla Retail Gaurav Mahajan, COO, Westside Ashesh Amin, President, Apparel & Retail, SKNL Akhil Chaturvedi, Director, Provogue Pradeep Hirani, Chairman, Kimaya Fashions Pramod Arora, Group President, PVR S Shriram, Head, Key Accounts, Café Coffee Day Sunil Biyani, Director, Future Group

Note: Program and speakers are subject to change without prior notice
 Lunch - will be served between 12.30 - 15.30 hrs. Beverages, cocktails & More! - through out the day
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