



INDIA SHOPPING CENTRE FORUM 2011

13 - 14 May 2011, Renaissance, Mumbai, India

www.indiashoppingcentreforum.com

- Conference
- Exhibition
- Awards

Conference Agenda

Theme: Shopping Centres: The Need to Cover More Ground

Friday, May 13, 2011 (Day 1)

08:00 – 9:00 Networking Breakfast

09:00 – 10:30 WORKSHOP: MALL MANAGEMENT MASTERCLASS

How do you differentiate your mall from existing and upcoming competition vying for your customer's attention? Competent mall managers can make the winning difference in ensuring your mall's commercial success.

Sharing global best practices, the Masterclass will chart out clear roles and KRAs for mall managers and how they can improve their mall's overall public image and ensure effective operations on a daily basis.

Speakers:

Ian Watt, Director, Pioneer Property Zone

Jonathan Yach, CEO, Propcare Mall Management

10:30-11:30 CONFERENCE INAUGURATION

Welcome Address:

Jayant Kochar, Group Director & CEO, IMAGES Group

Keynote Addresses:

Raj Singh Gehlot, Chairman, Ambience Group

B S Nagesh, Vice Chairman, Shoppers Stop

Thomas Varghese, CEO, Aditya Birla Retail

S Raghunandan, CEO, Prestige Retail Group

11:30-12:30 SHOPPING CENTRES AS CATALYSTS IN URBANIZATION OF INDIA

Shopping Centres are an integral part of modern living, as much as schools, offices, hospitals or banks. But why then do they not figure on the agenda of the government and the town planners, as important part of India's infrastructure development plans?

The outcome of this session will be highlighted to the national press and IMAGES along with SCAI will pursue the points with the regulatory authorities.

Co Anchors: Ian Watt, director, Pioneer Property Zone

Anuj Puri, Chairman & Country head, JLL (India)

Panel:

Manish Kalani, MD, EWDPL

Raj Singh Gehlot, CMD, Ambience Group

Shekhar Patki, Principal Architect, PG Patki Architects

Stephen Roberts, Chairman, Bentel S.A.
S. Raghunandan, CEO Prestige Retail
Pallavi More, President, Growel Group
BS Nagesh, Vice Chairman, Shoppers Stop

12:30 – 13:30 SHOPPING CENTRE FUNDING & INVESTMENT

Given the uncertainties of retail real estate as an asset class in India – are developers forced to opt for residential or commercial development over retail? What must be done to restore the balance?

- * Investor perspective & expectations
- * Type of investors & availability of funds for the shopping centre industry
- * Retail asset best practices
- * Retail real estate as an asset class
- * Global & local real estate cycles

Anchor: Pranay Sinha, MD, StarCentres

Panel:

Phil McArthur, SVP, Ivanhoe Cambridge Investment Advisory
Rahul Rai, Head, Real Estate Investment Business, ICICI Prudential AMC
Alok Agarwal, Principal, SUN Apollo Real Estate Advisors Pvt. Ltd.
Rish Tej, Co-founder & CEO, Sheer Capital Advisory
Yograj Arora, Director, Select City walk & Chairman, Aarone Group
Anurag Mathur, MD, C&W
Ritesh Vohra, MD, Real Estate, IIML Asset Advisors Private Limited

3:30 – 14:30 NETWORKING OVER LUNCH

14:30 – 15:30 UPGRADING THE FOOD QUOTIENT OF INDIAN MALLS

The Food offer is a critical differentiator in creating preferred shopping and leisure destinations. The session will provide useful pointers to mall developers in planning their food areas and mix, and will then carry forward the insights and ideas into an actionable agenda through the National Restaurants Association of India (NRAI). Key highlights will be:

- * Establishing the status of F&B on par with Retail/ Cinema anchors
- * Upgrading food quotient of malls to cater to evolving consumer palate
- * Absence of food court operating brands at national level
- * Right-sizing food courts
- * F&B zoning in malls
- * Relevant marketing promotions
- * Learning from good and bad examples
- * Commercial arrangements with developers – revenue sharing, CAM etc – retailers' expectations

Anchor: Samir Kukreja, President NRAI & MD, Nirula's

Panel:

Chetan Arora, Development Agent, Subway
Sunil Kapur, Chairman, Travel Food Services
Gaurav Goenka, Director, Mirah Group
Pattabhi Rama Rao, President, Cookieman India

Sanjeev Kapoor, MD, Yellow Chilli
Sanjeev Mehra, VP, mall operations, South City Projects
Arindam Kunar, VP – Mall Management, DLF

15:30 – 16:30 THE COMPOSITE POWER OF DESIGN

Differentiated, Economical, Sustainable, Integrated, Green & Not a simple cut-copy-paste is what a successful shopping centre design stands for. But do architects feel empowered to translate their best ideas from the drawing board till the final product? The keys discussion points include:

- * Is it just functionality or innovation – what’s on the developers’ mind?
- * Determining the future models of retail development for various regions of India
- * Tenets of successful retail design for new-age malls
- * Reinforcing the fundamental drivers of visible and popular shopping centre development
- * Current international design trends – open, closed or hybrid models
- * Providing a comfortable and secure family destination – also attractive to young people
- * Adopting environment consciousness and CSR in mall design

Anchor: Shilpa Malik, CEO, StarCentres

Panel:

Christopher Lanksbury, Main board member/ partner, Chapman Taylor, UK

Rajan Vernekar, Design Director, Sq Ft

Deepti Goel, Head, Mall Strategy, Ambience Mall

Tushar Ved, India Head, Major Brands

Ashley Allen, Registered Architect, WGST, New Zealand

Ian Watt, Director, Pioneer Property Zone

16:30 – 18:00 HOW TO MAKE INCREDIBLE INDIA A WORLD DESTINATION FOR SHOPPING?

While India is a preferred destination for tourism based on culture, adventure, leisure, religion and even sport and medical health, it has not made an impact as a world-class shopping destination yet. International tourists spend seven times more in Hong Kong, Singapore, Dubai etc., than they do in India. Considering that over 50 per cent of tourist spending is on shopping, the lost opportunity in terms of foreign exchange is huge.

While everyone understands the important role of the retail sector in fueling India’s economic growth, it is time to develop retail models to attract more international shoppers. And we must do this not just by cloning the Shopping Festivals of other Asian countries, but by incorporating and showcasing all that is unique to our incredible nation – handicrafts, speciality products, traditional textiles, herbal and ayurvedic health & beauty formulations, organic and environment friendly produce, and all the services that only a rich and vibrant civilization like ours can offer.

The dynamic and visionary Honorable Minister for Tourism has urged the industry to use this platform to conceptualise and agree on a framework for developing India as a global shopping destination, which we can then present to him, to be carried forward as an actionable agenda to the India Retail Forum and beyond.

Anchor: Dharmesh Jain, Director, Nirmal Lifestyles

Panel:

Roma Singh, Regional Director - West, M/o Tourism, GOI

Shishir Shrivastava, CEO & Executive Director, The Phoenix Mills Limited

Bipin Gurnani, President, Prozone

Arif Sheikh, ED, EWDPL

Anand Sundram, CEO, VARE, Deepak Fertilisers and Petrochemicals Corporation

JP Biswas, VP, Vivacity

Shabnam Singhal, Director, Sirius D&E

18:00 – 19:00 LEASING – THE SUCCESS CODE

Leasing a retail development is both an exciting and enriching experience. The Leasing manager has to study the consumer behaviour and preferences, needs to manage design handicaps, deliver financial goals and bring confidence to the retailers. This session will help in understanding the role of leasing in creating & sustaining a successful development. This would add insights on the role of a leasing professional in the entire gamut of the shopping centre development. The key takeaways being handling & managing relationships, overlooking the macro & micro aspects of the development and delivering solutions to make a development relevant for times to come.

Presented By: Rajneesh Mahajan, VP – leasing, Inorbit Malls

Panel:

Ketan Sanghvi, Mall Mechanic & VP Leasing, Beyond Squarefeet

Santosh Pandey, VP Malls, Growel's 101

19:00 – 20:00 7 Minutes to Fame, Success & Glory: FIND YOUR BUSINESS PARTNERS

Developers' Pick - Present Your Case

Inviting innovative retailers confident of bringing footfalls – to present their promising concepts as to why developers should give them space. Can developers look beyond rent expectations and make space for deserving retail concepts?

- **Arif Sheikh**, EWDL
- **Pattabhi Ramarao**, Cookie man
- **Yogesh Samat**, Foresight Opticals
- **Stuart Paver**, Pavers England
- **Monica Laliwala**, MD, OWW
- **Vijaydeep Nadkarni**, Director, Kaatizone
- **Vijay Kapoor**, MD, Derby Jeans Community

20:00 onwards: INDIA SHOPPING CENTRE AWARDS (ISCA)

Accompanied by Celebrations, Cocktails & Dinner

Saturday, May 14, 2011 (DAY 2)

08:00 – 9:00 Networking Breakfast

9:00 – 10:30 WORKSHOP: Increasing retailer productivity in the era of revenue shares

With revenue shares now an accepted norm, it is crucial for shopping centres to attract good number of relevant footfalls to encourage sales. How do they accomplish this in the face of more and more competing options and the time-strapped lifestyle of upwardly mobile customers?

Mall membership benefits, offers, free parking for loyal customers, and many more exciting options will be shared and analysed at this high value workshop.

- * Marketing: Footfalls v/s conversions v/s basket demand creation
- * Optimising marketing efforts to attract customers for different needs
- * Improved cost management

Speaker: Yogesh Samat, MD, Foresight Opticals

10:30 – 11:30 MAKING A POSITIVE DIFFERENCE WITH SUPPORT SERVICES

Parking, Security, Housekeeping, Maintenance were taken for granted as basic services that had to be provided. However, smart Shopping Centre Managers understand that they can differentiate even with these basic services. Our panel of experts shares specific advice and innovative suggestions about how these services can be planned better to deliver better value at lower cost; how technology can be effectively deployed, how to enhance security without obstructing visitors, how investments in training can lead to measurable benefits, the relative advantages of providing these services internally vis-a-vis sub-contracting, and so much more.

Anchor: Col Ashutosh Beri, MD – Property & Asset Management (PAM), Jones Lang LaSalle (India)

Presentation by: Anshuman Singh, MD & CEO, Future Supply Chain

Topic: Adding value through warehousing support at the Malls

Panel:

Sathyanarayan, MD, CPS

Anil Makhija, VP, Skidata

Manoj Agarwal, Associate Vice President - Operations, Inorbit

Wilfred H. Menezes, CEO, Omnitech Security Systems

11:30 – 12:30 ALTERNATIVE REVENUES FROM SHOPPING CENTRES:

Taking a cue from the success of IPL, it's time for shopping centres to explore alternative, out-of-the-box ideas to generate new revenue streams. Exploring the role of kiosks, sponsored events, better utilization of "mall media" etc will prove to be just the tip of the iceberg, as this session explores emerging new opportunities.

- * Are malls a new media platform?
- * Role of Kiosks
- * Sponsored events
- * Encouraging innovative concepts
- * Expanding retail categories/formats

Anchor: Pankaj Renjhen, Managing Director - Retail Services, JLL

Panel:

Dheeraj Dogra, National Director- Retail, BNB Paribas Real Estate

Pushpa Bector, Vice President & Mall Head DLF Promenade ,DLF

Ashwin Puri, CEO, Property Zone, India

Naveen Luthra, Vice President - Strategic Alliances. Getit Infoservices

12:30 – 13:30 ROLE OF ANCHOR STORES – A DEBATE:

Developers find themselves in the hot seat in an exciting face off between Anchor & Vanilla stores.

Retailers have argued that Anchors (including Multiplexes) bring footfalls to benefit their own business, but not necessarily the entire mall. Anchors feel they deserve even better terms, as they enjoy a brand value and could operate independently as well, considering the foot-fall they generate. It's tempting to be able to close a large area in a single deal with an anchor, but developers don't like accommodating their need for preferential "loading", rentals and CAM. Time to analyse the questions and understand the real value that Anchors bring to a Shopping Centre.

Anchor: Himanshu Chakrawarti, CEO, The MobileStore Limited

Panel:

Sunil Biyani, Director, Future Group

Pranay Sinha, MD, Star Centers

Govind Raj, V.P., Titan

Tushar Ved, Director, Major Brands

Milan Saini, MD, Cinapolis

Kush Medhora, President, Agre Developers

Sanjeev Mehra, V.P. Mall Operations, South City Mall, Kolkatta

13:30 – 14:30 NETWORKING OVER LUNCH

14:30 – 15:30 THE BUSINESS SIDE OF LEISURE & ENTERTAINMENT

Family Entertainment Centres are gaining momentum in a "leisure starved society".

Today, shopping centres are in the out-of-home entertainment and dining business as much as they are in the retail goods business.

But why don't we have enough entertainment options in India?

Let's understand the number game. How much money is there in the business, and who is making it?

Begin with finding out:

- * Typical space requirement to set up a FEC in a shopping centre
- * Investment that goes into setting up the facility
- * The market/potential
- * Popular formats/ rides/ features – international examples
- * Necessary support from the local government and authorities

Anchor: Vishal Mirchandani, President – leasing & asset management, Prozone

Panel:

Brent Perrier, President, Bowling Products,
Benu Sehgal, VP, Int. Recreational Park Pvt Ltd (IRPPL)
Deepak Marda, Jt. M. D., Cinapolis
Bhavesh Shah, MD, Gujarat Amusement Industries – Games N More
Karim Harrouda, Morocco
Rajeev Manchanda, India Association of Amusement Parks & Industries

15:30 – 16:30 RESEARCH & PLANNING: DEALING WITH ISSUES OF DATA INSUFFICIENCY

Lack of proper data in India is a major stumbling block in planning retail businesses. Most Indian developers even exaggerate something as fundamental as the GLA of their shopping centres. In the UK, the "Going Shopping" series of reports by TWA even lists details like transport linkages and parking provisions for 500+ shopping centres. In South Africa, reports such as the SAPOA/IPD Property Index and The Parker Review regularly publish lots of relevant data about the market there. This year, ISCF will discuss the importance of transparency and the need to share data in the Indian retail sector – being watched by the world – so that our industry gets the same respect worldwide as our IT industry.

Anchor: Amit Bagaria, chairman, Asipac

Panel:

Shashikala Venkatraman, Sq.Ft Consulting Pvt Ltd
Asha Ganesan Sen, Insight Consulting Partner, Brandsapes
Soma Chaturvedi, Editor, Shopping Centre News
Jonathan Yach, CEO, Propcare Mall Management
James Munson, Head Retail & Mktg, Marks & Spencer, Reliance India
Govind Raj, VP, IRS, Titan
Rituraj Verma, National Director-Retail, Knight Frank

16:30 – 18:00 SCAI CONCLAVE: TIME FOR ACTION!

Covering more ground for the future of retail in India entails developing better Shopping Centres and a lot more of them – places that are not seen as traffic nightmares, energy guzzlers or, worst of all, money machines, but instead, places that are seen as a core need for consumption (read economic) growth.

However until Shopping Centres do not figure in the Government's 'Infrastructure Development' priorities, this will remain a distant dream.

Leading the way towards initiating integrated and inclusive approach to infrastructure development, SCAI Conclave will consolidate the agenda on:

- * Where is the industry headed?
- * What potentially will be the drivers of growth?
- * What are the roadblocks on the way?
- * Is retail ready for the next wave of shopping centre expansion?
- * What effects will FDI in retail, and relaxing current FDI rules for shopping centre development have?
- * In all of this, where is the voice of the consumer? What are they seeking?
- * What role can the Government play to help develop this industry, whether it be zoning laws, industry status, availability of finance, and overall infrastructure development?

Anchors:

S Raghunandhan, Chairman, SCAI & CEO Retail, Prestige Group
Anuj Puri, Chairman & Country Head, JLL (India)

Panel:

Jonathan Yach, CEO, Propcare Mall Management
Kishore Bhatija, MD, Inorbit
Rama Bijapurkar, Strategic Marketing Consulting
Sunil Biyani, Director, Future Group

18:00 – 18:15 PREVIEW OF IRF 2011 & CLOSING REMARKS BY JAYANT KOCHAR,
PRESIDENT & CEO, IMAGES GROUP.