

# of India A report by ASIPAC



With the recent relaxation in FDI norms, the issue of not having enough international brands to take up space, will soon be overcome. Indian malls are to all set get bigger.

## And. Why not? The word "Mall" does indeed inspire a picture of something BIG.

It is perhaps similar to the way we think the word "big" whenever we think of an elephant.

And it would definitely be interesting to know, that of all the big and bigger elephants in the world, which was the biggest ?

We are sure that our readers would also be very keen to know which the biggest malls in India are today. In the following pages, we are presenting a report on India's largest malls - an update of Asipac's 2010 study carried in the June 2010 edition of Shopping Centre News. These rankings of the largest malls in India are based on their Gross Leasable Area (GLA).

In the past three years the Indian retail space has witnessed a sea change. Phoenix Market City, Kurla, Mumbai, which opened in 2011, is the largest operational mall in the country now with a GLA of 1,150,000 square feet, followed by the newly opened Lulu Centre at Kochi with a GLA of 1,045,000 square feet. Mantri Square at Bangalore, which was the numero uno in 2010, has moved down to the fifth position. Ambience Mall at Gurgaon is the largest mall in North India, while South City Mall at Kolkata is the largest in Eastern India. Two of the top 15 given in the study are in North India, 7 in the West, 5 in the South and only one in the East. Amongst the cities, Mumbai leads with 4 malls, followed by Bangalore with 3. The surprise inclusion on the list is the beautiful city Kochi. Even Pune is a new entrant this year.

Sadly, the largest Indian mall is less than a fourth of its compatriot on the world scale (the 4.38 million square feet SM Mall of Asia in Manila, Philippines), and does not count even amongst the top 30 in the world.

India's 15 largest malls have an average GLA of 866,133 square feet, 228 retail units and 2558 parking spots. Phoenix Market City Mumbai has 360 units while Brigade Orion at Bangalore has only 140. The average unit size is 3958 square feet. The average number of parking spots per 1000 square feet of GLA is 3.03. The parking ratio in India is quite low, compared to global standards of 6 to 8 parking spots per 1000 square feet. The survey shows that 14 of the malls, which have been operational for at least one year, have average daily footfalls of 49,351 people. GIP Mall in Noida claims to lead with about 90,803 average daily visitors.

By the way it is said that the largest elephant in India was *Raja Gaj* (spotted for the first time in Bardia National Park in 1985). He stood an impressive 11.3 feet tall at the shoulder. And the largest fellow on the world stage was an 11000-kg, 13-feet (at shoulder) male who was shot in Angola in 1956.

#### INTRODUCTION

Malls (or Shopping Centres as they are called in many countries such as South Africa), by their very definition, have to be big. A "mall" in UK means a road or an avenue with shops. This is why we can find a "Mall Road" in many Indian hill-towns established during British rule, such as Nainital, Simla, Darjeeling and Ooty.

#### How is the size of a mall measured?

Worldwide, the only universally acceptable measure is GLA or Gross Lettable Area. This means the sum of all the area which is available for rent to tenants. In a majority of countries around the world, this (the GLA) is usually less than the BUA (built-up area) or GFA (Gross Floor Area) of a Mall, because common areas such as corridors and washrooms, service areas such as generator rooms and wasted areas are not considered as lettable. In India, however, the GLA is often confused with SBA or Super Built Area, because real estate developers are used to selling residential property on a SBA basis. Because of this, there has been confusion about the size of Indian malls for several years now and this confusion will continue until an industry body such as the Shopping Centres Association of India (SCAI) coerces property developers/owners to standardize how GLA is measured in Indian malls, in line with global best practices.

Until this happens, only those retail buildings which have a GLA/SBA of more than 200,000 square feet in the metros and more than 150,000 square feet in other cities, should be allowed to be called a "Mall".

The evolution of modern shopping malls can be traced back to 1850 AD when the first Department Store opened in Paris. Department Stores moved shopping from streets to buildings. Leading modern retailers have to thank Department Stores, which enabled women to step out of their homes to shop without being afraid of losing their dignity.

- The Arcade in Providence, Rhode Island, which opened in 1828, was probably the first "Mall" in USA.
- First modern Mall was supposedly the Northgate Mall in Seattle, USA, which opened in 1950. So modern-day malls have now been around for 63 years.
- Grand Bazaar in Istanbul, which opened in 1461, is one of the largest "covered" markets in the world. It has >4500 shops and attracts 250,000 to 400,000 visitors per day.
- 5.4 million square feet Grand Bazaar in Isfahan, Iran ,dates back to the 17th century. It has 26 entrances.

The 570,000 sft Gostiny Dvor mall in St.Petersburg, Russia, opened in 1785. A mall is a place where one shops, eats, drinks and gets entertained, usually with friends and family. Over time, malls have started growing in size. According to a 2005 census, there were a total of 47,835 shopping malls in USA. But only 1200 of them were enclosed malls, with an average size of 610,000 sft and at least two anchors. USA has 50-odd Super Malls (also known as Super Regional Centers) with as many as 20 larger than 2,000,000 sft. Australia has about 85 Regional Centres and 24 Super Malls. South Africa has 98 Regional Centres and 28 Super Malls. The UK has about 22 Super Malls.

Given in the table here are some of the largest malls in the world. When comparing them with Indian malls, it would be wise to multiply the GLA of the malls in the western world given here by 1.5, as that is the average "loading" factor in Indian malls' GLA. This is not a ranking of the world's largest malls, just a representative sample of some of the largest malls in the world, to help give a context to the size of Indian malls, which is the subject of this study.







| SOME OF THE WORLD'S LARGEST MALLS |                             |       |             |         |            |  |  |  |  |  |
|-----------------------------------|-----------------------------|-------|-------------|---------|------------|--|--|--|--|--|
| Mall Name                         | Location                    | Shops | Visitors pa | Parking | GLA in sft |  |  |  |  |  |
| SM Mall of Asia                   | Manila, Philippines         |       |             | 8,000+  | 4,379,000  |  |  |  |  |  |
| The Dubai Mall                    | Dubai, UAE                  | ~1200 |             | 14,000  | 3,770,000  |  |  |  |  |  |
| West Edmonton Mall                | West Edmonton, Canada       | >900  | 31 million  | 20,000  | 3,766,000  |  |  |  |  |  |
| Berjaya Time Square               | Kuala Lampur, Malaysia      | ~1000 | 24 million  |         | 3,400,000  |  |  |  |  |  |
| Mall of America                   | Minneapolis, USA            | 520   | 40 million  | 12,550  | 3,074,000  |  |  |  |  |  |
| SM City North EDSA                | Quezon City, Philippines    | ~800  | 43 million  | 4,000+  | 3,000,000  |  |  |  |  |  |
| King of Prussia Mall              | King of Prussia, PA, USA    | 400   |             | 3,000   | 2,793,000  |  |  |  |  |  |
| South Coast Plaza                 | Costa Mesa, California, USA | 300   |             |         | 2,700,000  |  |  |  |  |  |
| Milcreek Mall                     | Erie, Pennsylvania, USA     | 241   |             |         | 2,600,000  |  |  |  |  |  |
| Aventura Mall                     | Aventura, Florida, USA      | 280   |             | 9,800   | 2,400,000  |  |  |  |  |  |
| Cevahir                           | lstanbul, Turkey            | 343   | 80 million  | 2,500+  | 2,400,000  |  |  |  |  |  |
| Mall of Emirates                  | Dubai, UAE                  | 520   | 31 million  |         | 2,400,000  |  |  |  |  |  |
| The Galleria                      | Houston, Texas, USA         | 400   | 26 million  | 13,900  | 2,400,000  |  |  |  |  |  |
| Sawgrass Mills                    | Ft.Lauderdale, Florida, USA | 350   |             |         | 2,261,550  |  |  |  |  |  |
| Roosevelt Field                   | Garden City, New York, USA  | 294   |             |         | 2,245,000  |  |  |  |  |  |
| Woodfield Mall                    | Chicago, Illinois, USA      | 300   | 27 million  |         | 2,224,000  |  |  |  |  |  |
| Westfield Garden State<br>Plaza   | New Jersey, USA             | 311   | 20 million  | 10,774  | 2,118,718  |  |  |  |  |  |
| City Centre                       | Mirdif, Dubai               | 430   |             | 7,000   | 2,108,960  |  |  |  |  |  |
| Sandton City                      | Gauteng, South Africa       | 300   |             | 10,000  | 2,017,000  |  |  |  |  |  |
| Chadstone                         | Melbourne, Australia        | 530   |             | 9,500   | 2,007,000  |  |  |  |  |  |

#### MALLS CAN BE GENERALLY CLASSIFIED AS FOLLOWS:

- Enclosed Malls: Malls typically are en closed and air-conditioned.
- **Strip Malls:** A strip Mall is an attached row of stores managed as a coherent retail entity, with on-site parking usually located in front of the stores. Open canopies may connect the storefronts, but a strip mall usually does not have enclosed walkways linking the stores.

#### GIVEN BELOW ARE DESCRIPTIONS OF EIGHT DIFFERENT TYPES OF MALLS (OR SHOPPING CENTRES) BY THE INTERNATIONAL COUNCIL OF SHOPPING CENTRES (ICSC).

**Neighbourhood Centre:** This type of centre is designed to provide convenience shopping for the day-to-day needs of consumers in the immediate neighbourhood. About half of these centres are anchored by a supermarket.

The Table below shows the key differences between different types of malls or shopping centres, as per the ICSC.

Super Malls dominate the market they serve. Currently, India has zero Super Malls. Phoenix Market City in Kurla, Mumbai, with a GLA of 1,150,000 sft, comes close. However, there are three super malls under different stages of development – the 1.8 million sft Karle Town Centre at Bangalore, the 1.69 million sft City Capital Mall at Hyderabad and DLF's Mall of India at Noida.

The best examples of Fashion/Specialty Malls currently operating in India are DLF Emporio in Delhi and The Collection at UB City in Bangalore. Mall of Bangalore will probably be the first Power Centre. The Forum Value Mall in Whitefield, Bangalore, is perhaps the only Outlet Mall in the country. 1 New Gurgaon at Manesar by Star Centres will be India's first premium Outlet Mall.

| Туре                     | GLA (sft)            | No. of Anchors | Type of Anchors   | Anchor<br>Area | Primary Trade Area (kms) |
|--------------------------|----------------------|----------------|---|----------------|--------------------------|
| Neighbourhood Centre     | 45,000 to 225,000    | 1              | Supermarket   | 30-50%         | 2 to 3 km                |
| Community Centre         | 150,000 to 525,000   | 2 or more      | Discount Dept Store, Supermarket, Home, Large Specialty, Discount Apparel                     | 40-60%         | 3 to 5 km                |
| Regional Mall            | 535,000 to 1,200,000 | 2 or more      | Full / Jr.Dept Store, Discount Dept Store, Hypermarket, Fashion Apparel                       | 50-70%         | 4 to 12 km               |
| Super Mall               | 1,200,000+           | 3 or more      | Full / Jr.Dept Store, Discount Dept Store, Hypermarket, Fashion Apparel                       | 50-70%         | 6 to 25 km               |
| Fashion / Specialty Mall | 118,000 to 375,000   | N/A            | N/A   | N/A            | 6 to 15 km               |
| Power Centre             | 375,000 to 900,000   | 3 or more      | Category Killer, Home Improvement, Hypermarket, Discount Dept Store, Off<br>Price Superstores | 75-90%         | 6 to 10 km               |
| Outlet Mall              | 75,000 to 600,000    | N/A            | N/A   | N/A            | 15 to 50 km              |

**Community Centre:** A community centre typically offers a wider range of apparel and soft goods than the neighbourhood centre. Common anchors are supermarkets and discount department stores. Tenants sometimes include off-price retailers selling items such as apparel, home, toys, electronics or sports goods. The centre is usually configured as a strip.

**Regional Mall:** This mall type provides general merchandise (a large percentage of apparel) and services in full depth and variety. Its main attractions are its anchors: hypermarket, discount department stores or fashion specialty stores. A typical regional centre is usually enclosed with an inward orientation of the stores connected by a common walkway.

**Super Mall:** Similar to a regional centre, but because of its larger size, a super mall has more anchors, a deeper selection of merchandise with more variety, and draws from a larger population base. As with regional centres, the typical configuration is a multi-storied enclosed mall.

**Fashion/Specialty Mall:** A centre composed mainly of upscale apparel shops and boutiques carrying select fashion or other merchandise of high quality and price. These centres need not be anchored, although sometimes restaurants can provide the draw.

**Power Centre:** A mall dominated by several large anchors, including discount department stores, off-price stores or "category killers," i.e., stores that offer tremendous selection in a particular merchandise category at low prices. The mall typically consists of several freestanding (unconnected) anchors and only a minimum amount of small specialty tenants.

**Outlet Mall:** Usually located in rural or occasionally in tourist locations, outlet malls consist mostly of manufacturers' outlet stores selling their own brands at a discount. These malls are typically not anchored. A strip configuration is most common, although some are enclosed malls, and others can be arranged in a "village" cluster.

#### **INDIA'S LARGEST MALLS – BACKGROUND**

Spencer Plaza in Chennai opened in 1863. Many well-known industry leaders have started their careers or have had stints in this iconic development in the very heart of Chennai, India's fifth largest city.

Our list of India's Largest Malls 2013 on next page is an updation of the list we made back in 2010. Most of the malls that make to the list of the top 15 malls in this report came up in the last three years. Out of the 18 malls which featured in the list last time, only top six have kept their position in this list and the rest have dropped out, the reason being the mushrooming of bigger malls in recent years across the country.

Of the Top 10, High Street Phoenix, Mumbai came up twelve years ago. All the other malls have opened in recent years with the latest one being Lulu Centre in Kochi, which opened just four months back. So, malls in India are "growing" or tending to become larger with time.

No current Indian mall will make it to the list of the 30 largest malls in the world, but malls from much smaller economies such as Malaysia, Philippines, Turkey, South Africa, Canada and Australia are on this list. This just goes to show that we still have a long way to go, as far as large malls are concerned.

#### What really is the key difference? Actually, there are two.

Firstly, the size of anchor stores in India is still very small. The average size of the two largest anchors across the 30 largest malls in the world is about 120,000 square feet (carpet area). Compared to this, the average size of the two largest anchors across the 15 largest malls in India is only 60,000 square feet, or half of the global average. This has a huge impact on the overall size of the mall. So our anchors need to grow, before our malls can.

Secondly, the 30 largest malls in the world have an average of 350 stores. In India, we are still struggling to fill up 220 stores. The key reason for this is that malls in India have not yet properly tapped local retailers. Letting agents, letting executives and brokers are still waiting for more national players. Even in the 3 million sft Mall of America, 150+ of the 520 units are local retailers from the twin cities of Minneapolis and St. Paul.

| RANKING OF INDIA'S 15 LARGEST MALLS<br>(AS OF JUNE 2013) |           |  |           |                              |           |  |  |  |  |  |  |
|--|-----------|--|-----------|------------------------------|-----------|--|--|--|--|--|--|
| Rank   | Last Rank | Mall Name                                    | City      | Suburb                       | GLA (sft) |  |  |  |  |  |  |
| 1  | NE        | Phoenix Market City                          | Mumbai    | Kurla                        | 1,150,000 |  |  |  |  |  |  |
| 2  | NE        | Lulu Centre                                  | Kochi     | Edapally                     | 1,045,000 |  |  |  |  |  |  |
| 3  | 2         | Ambience Mall                                | Gurgaon   | NH-8                         | 1,030,000 |  |  |  |  |  |  |
| 4  | 4         | R City Mall                                  | Mumbai    | Ghatkopar (W)                | 1,007,000 |  |  |  |  |  |  |
| 5  | 1         | Mantri Square                                | Bangalore | Majestic                     | 920,000   |  |  |  |  |  |  |
| 6  | NE        | Express Avenue                               | Chennai   | Club House Road              | 900,000   |  |  |  |  |  |  |
| 7  | 3         | GIP Mall                                     | Noida     | Sector 38                    | 900,000   |  |  |  |  |  |  |
| 8  | NE        | Neptune Magnet<br>Mall                       | Mumbai    | Bhandup (W)                  | 900,000   |  |  |  |  |  |  |
| 9  | 5         | High Street Phoenix<br>(Including Palladium) | Mumbai    | Lower Parel                  | 850,000   |  |  |  |  |  |  |
| 10   | NE        | Brigade Orion                                | Bangalore | Rajajinagar<br>/Yeshwanthpur | 800,000   |  |  |  |  |  |  |
| 11   | NE        | Phoenix Market City                          | Pune      | Nagar Road                   | 800,000   |  |  |  |  |  |  |
| 12   | NE        | Amanora Park<br>Centre                       | Pune      | Hadapsar                     | 770,000   |  |  |  |  |  |  |
| 13   | NE        | Phoenix Market City                          | Bangalore | Whitefield                   | 700,000   |  |  |  |  |  |  |
| 14   | NE        | Empress City Centre                          | Nagpur    | Empress City                 | 610,000   |  |  |  |  |  |  |
| 15   | 6         | South City Mall                              | Kolkata   | Jadavpur                     | 610,000   |  |  |  |  |  |  |

#### **ANALYSIS & CONCLUSIONS**

The verdict is out. The long-awaited revised rankings of India's Largest Malls (by GLA) for 2013 are finally out.

• Phoenix Market City, Kurla, Mumbai, which opened in November 2011, is the largest mall in the country, followed by Lulu Centre in Kochi, the largest mall in South India.

OTHER INFORMATION ON INDIA'S 15 LARGEST MALLS (AS OF HINE 2013

• Being the largest in India, Phoenix Market City, Kurla also takes the same position in West India, closely followed by the R City Mall, Ghatkopar.

- South City Mall in Kolkata is the star of the east this year too, as it was in the 2010 rankings.
- If we do a regional break-up, 2 of the 15 are in North India, 7 in the West, 5 in the South and only 1 is from the East.
- In terms of cities, Mumbai leads with 4, followed by Bangalore with 3.
- Pune is the new entrant to the list with two malls in the top 15, unlike last time when not a single mall from the city was represented.
- The surprise inclusion in the list is Kochi. This city, which just has a population of 6 lakhs as per Census 2011, has the second largest mall in India. This shows the power of per capita income.
- The average GLA of the Top 15 Malls is 866,133 square feet. The largest mall is 33% bigger than the average and the smallest in the list is 30% smaller.
- India's 15 largest malls have an average of 228 retail units. Phoenix Market City, Mumbai with 360 is the largest in this category while Brigade Orion with 140 is the smallest.
- The average unit size is 3958 square feet in terms of lettable area. Here Brigade Orion naturally has the highest individual average with 5714 square feet and Empress City Centre, Nagpur the lowest at 2,440 square feet per unit.
- These malls have average 2558 parking spots. While GIP Mall in Noida claims to have the highest parking spots 5500, Empress City Centre, Nagpur has just 1200. The ratio of parking spots per 1000 square feet of GLA is average 3.03, with the highest being GIP at 6.47 and the lowest Lulu Centre, Kochi at 1.16.
- The survey shows that the malls (except Lulu Mall, Kochi which has recently opened and has not completed a year) have average daily footfalls (ADF) of 49,351 people. GIP Mall in Noida has the highest ADF of 90,803 while Empress City Centre in Nagpur has the lowest at 10,000. Retailers claim that the GIP footfall figures are inflated.
- While these are the overall ADF numbers, Mall ADFs should be looked at in comparison to the GLA. So we've included a column with Annual Visitors Per Square Foot (AVSF), where the average is 20.72. Going by the figures given by the malls (which could not be independently verified) GIP Mall Noida tops with an AVSF of 36.83 and Empress City Centre in Nagpur has the lowest AVSF of 5.98. Please see note on GIP Mall in the above paragraph.
- We have also done a comparison of ADFs per Parking Spot. The national average for the 15 malls is 19.53. Here, Express Avenue in Chennai has the highest number of 34.25. Empress City Centre, Nagpur has the lowest ADFs per parking spot at only 8.33.

| UTHER     | OTHER INFORMATION ON INDIA 5 T5 LARGEST MALLS (AS OF JUNE 2013) |             |                     |               |                       |                  |                     |                   |                      |  |  |  |  |
|-----------|---|-------------|---------------------|---------------|-----------------------|------------------|---------------------|-------------------|----------------------|--|--|--|--|
| City      | GLA (sft)   | Total Units | Avg Unit Size (sft) | Parking Spots | Parking per 1,000 sft | Month of Opening | Avg Daily Footfalls | Visitors psf p.a. | ADF per Parking Spot |  |  |  |  |
| Mumbai    | 1,150,000   | 360         | 3194                | 2500          | 2.17                  | Nov-11           | 65,789              | 20.88             | 26.32                |  |  |  |  |
| Kochi     | 1,045,000   | 200         | 5225                | 1217          | 1.16                  | Mar-13           |                     |                   |                      |  |  |  |  |
| Gurgaon   | 1,030,000   | 250         | 4120                | 5000          | 4.85                  | Oct-07           | 61,061              | 21.64             | 12.21                |  |  |  |  |
| Mumbai    | 1,007,000   | 144         | 4563                | 3000          | 4.57                  | Mar-09           | 67,914              | 24.62             | 22.64                |  |  |  |  |
| Bangalore | 920,000   | 202         | 4554                | 2080          | 2.26                  | Mar-10           | 56,058              | 22.24             | 26.95                |  |  |  |  |
| Chennai   | 900,000   | 212         | 4245                | 2000          | 2.22                  | Jun-10           | 68,500              | 27.78             | 34.25                |  |  |  |  |
| Noida     | 900,000   | 190         | 4474                | 5500          | 6.47                  | 2007             | 90,803              | 36.83             | 16.51                |  |  |  |  |
| Mumbai    | 900,000   | 280         | 3214                | 2000          | 2.22                  | Aug-11           | 44,476              | 18.04             | 22.24                |  |  |  |  |
| Mumbai    | 850,000   | 165         | 5152                | 1800          | 2.12                  | 2001             | 51,330              | 22.04             | 28.52                |  |  |  |  |
| Bangalore | 800,000   | 140         | 5714                | 4300          | 5.38                  | Apr-12           | 50,256              | 22.93             | 11.69                |  |  |  |  |
| Pune      | 800,000   | 300         | 2667                | 1317          | 1.65                  | 2011             | 13,158              | 6.00              | 9.99                 |  |  |  |  |
| Pune      | 770,000   | 300         | 3333                | 2700          | 2.70                  | Aug-11           | 30,000              | 14.22             | 11.11                |  |  |  |  |
| Bangalore | 700,000   | 275         | 2545                | 1750          | 2.50                  | Oct-11           | 25,411              | 13.25             | 14.52                |  |  |  |  |
| Nagpur    | 610,000   | 250         | 2440                | 1200          | 1.97                  | Oct-10           | 10,000              | 5.98              | 8.33                 |  |  |  |  |
| Kolkata   | 610,000   | 155         | 3935                | 2000          | 3.28                  | Jan-08           | 56,158              | 33.60             | 28.08                |  |  |  |  |

| TOP 3 MALLS IN NORTH INDIA (AS OF JUNE 2013) |               |         |           |           |             |                        |                  |                          |                     |                        |                      |                         |
|--|---------------|---------|-----------|-----------|-------------|------------------------|------------------|--------------------------|---------------------|------------------------|----------------------|-------------------------|
| Rank   | Mall Name     | City    | Suburb    | GLA (sft) | Total Units | Avg Unit<br>Size (sft) | Parking<br>Spots | Parking per<br>1,000 sft | Month of<br>Opening | Avg Daily<br>Footfalls | Visitors psf<br>p.a. | ADF per<br>Parking Spot |
| 1  | Ambience Mall | Gurgaon | NH-8      | 1,030,000 | 250         | 4120                   | 5000             | 4.85                     | Oct-07              | 61,061                 | 21.64                | 12.21                   |
| 2  | GIP Mall      | Noida   | Sector 38 | 900,000   | 190         | 4474                   | 5500             | 6.47                     | 2007                | 90,803                 | 36.83                | 16.51                   |

| TOP 3 | TOP 3 MALLS IN WEST INDIA (AS OF JUNE 2013) |        |               |           |                |                        |                  |                          |                     |                        |                      |                         |  |
|-------|---|--------|---------------|-----------|----------------|------------------------|------------------|--------------------------|---------------------|------------------------|----------------------|-------------------------|--|
| Rank  | Mall Name                                   | City   | Suburb        | GLA (sft) | Total<br>Units | Avg Unit<br>Size (sft) | Parking<br>Spots | Parking per<br>1,000 sft | Month of<br>Opening | Avg Daily<br>Footfalls | Visitors<br>psf p.a. | ADF per Parking<br>Spot |  |
| 1     | Phoenix Market City                         | Mumbai | Kurla         | 1,150,000 | 360            | 3194                   | 2500             | 2.17                     | Nov-11              | 65,789                 | 20.88                | 26.32                   |  |
| 2     | R City Mall                                 | Mumbai | Ghatkopar (W) | 1,007,000 | 144            | 4563                   | 3000             | 4.57                     | Mar-09              | 67,914                 | 24.62                | 22.64                   |  |
| 3     | Neptune Magnet Mall                         | Mumbai | Bhandup (W)   | 900,000   | 280            | 3214                   | 2000             | 2.22                     | Aug-11              | 44,476                 | 18.04                | 22.24                   |  |

#### TOP 3 MALLS IN SOUTH INDIA (AS OF JUNE 2013)

| Rank | Mall Name      | City      | Suburb          | GLA (sft) | Total Units | Avg Unit<br>Size (sft) | Parking<br>Spots | Parking per<br>1,000 sft | Month of<br>Opening | Avg Daily<br>Footfalls | Visitors<br>psf p.a. | ADF per<br>Parking Spot |
|------|----------------|-----------|-----------------|-----------|-------------|------------------------|------------------|--------------------------|---------------------|------------------------|----------------------|-------------------------|
| 1    | Lulu Centre    | Kochi     | Edapally        | 1,045,000 | 200         | 5225                   | 1217             | 1.16                     | Mar-13              |                        |                      |                         |
| 2    | Mantri Square  | Bangalore | Majestic        | 920,000   | 202         | 4554                   | 2080             | 2.26                     | Mar-10              | 56,058                 | 22.24                | 26.95                   |
| 3    | Express Avenue | Chennai   | Club House Road | 900,000   | 212         | 4245                   | 2000             | 2.22                     | Jun-10              | 68,500                 | 27.78                | 34.25                   |

#### METHODOLOGY

The data for this survey/study was collected by Asipac executives through direct contact with representatives of various malls nationwide between January 2013 and May 2013. It must be mentioned that it really took a long time for the malls to start sharing data with us.

The GLA figures of all malls were verified with minimum two independent sources, randomly chosen from amongst architects, engineers, contractors, vendors and tenants of these malls. Differences of less than  $\pm$  10% were ignored. Larger differences were cross-checked again. If the discrepancy continued, these malls were contacted again and were given a chance to amend the figures. Why did we do this? To give an example, if we took a GLA of 1.6 million square feet (which was told by the mall representative at the first place) for Ambience Mall in Gurgaon, the average unit size would be 9700 sft, more than three times the average, thus very hard to accept.

In any study of this nature, there are bound to be errors & omissions. While Asipac believes that the information presented herein is reasonably correct, Asipac does not make any warranty to that effect. If anyone reading this report comes across any such errors or omissions (including missing out on a mall completely), we will be happy to receive your comments on research@asipac.com but we will only incorporate necessary corrections after verifying its/their accuracy.

We hope that this information will be helpful to the industry as a whole. We acknowledge the cooperation of the representatives of all the malls who participated in the survey.

Asipac wishes to acknowledge the contributions of all retailers, mall owners, mall managers and leasing professionals with other firms who have cooperated in sharing data with us.

#### NOTES:

1)We have listed only 15 malls because, after the top 15, there are more than a dozen malls with GLAs very close to each other and this would cause complications.

2)The GLA figures of all malls were verified with minimum two independent sources, randomly chosen from amongst architects, engineers, contractors, vendors and tenants of these malls. Differences of less than  $\pm$  10% were ignored. Larger differences were cross-checked again. Where the discrepancy continued, the malls were contacted again and given a chance to amend the figures.

#### **ABOUT ASIPAC**

Asipac undertakes strategic research on the retail and retail RE sectors. In retail RE, Asipac has provided development strategy, planning and lease management on retail/shopping centre projects of more than 17.3 million square feet, including seven of the 15 largest shopping centres in India. Asipac has current leasing mandates for seven malls in four cities, with GLA of 6.2 million square feet.

#### INDIA'S LARGEST MALL IS PHOENIX MARKET CITY, KURLA, MUMBAI (AS OF JUNE 2013)



#### PHOENIX MARKET CITY, KURLA, MUMBAI

Phoenix Market City, Kurla started up in November 2011. A virtual 'city within a city', it is located in Mumbai's eastern suburb of Kurla. With with BKC, Andheri, Santacruz, Bandra, Dadar, Wadala, Sion, Chembur, Ghatkopar and Saki Naka as the catchments, the mall is spread across 2 million square foot with a GLA of over 1.15 million square foot and has over 360 retail units. With special and general anchors like Lifestyle, Reliance Trends, Pantaloons, Reliance Footprint, Ezone, Reliance Digital, Max, SnowWorld. Some other prominent brands present in the mall are Zara, Hamleys, Debenhams, Diesel, Bebe, Mango, Promod, Superdry, Charles and Keith, Steve Madden, Lacoste, Aldo, Lancome, Apple-I, Boardriders, La Senza, MAC, Calvin Klein Jeans and Vero Moda. The Mumbai Market City also boasts of one of best kids play zones, and the biggest multiplexes in the city with 11 screens.



#### 2. LULU CENTRE, KOCHI

Lulu Centre was developed by the UAE based Lulu Group and designed by UK-based consultants WS Atkins. The largest mall in India, it opened in March 2013, with a built up area of 2.5 million and a GLA of 1.05 million square feet. It is located at the intersection of NH-47, 17 and the Kochi by-pass. The main anchors are Lulu Hypermarket, Westside, Marks & Spencers, and McDonalds. The mall has 200 store units and the key brands present include Tommy Hilfiger, Rado, Swatch, Arrow and Nike. A huge food court, nine-screen multiplex, bowling alley, ice rink, and 5-D cinema have also come up, and plans are on to add more games and water rides as well.



#### 4. R CITY MALL, GHATKOPAR, MUMBAI

R City mall whice started up in March 2009 has a total GLA of over 1 million square foot and over 144 units. The anchor stores are Shoppers Stop, Lifestyle, Pantaloons, Marks & Spencer, Globus, Croma, Reliance Digital, Big Cinemas. Some other prominent brands present in the mall are UCB, Jack & Jones, Only, Vero Moda, Tommy Hilfiger, CK, FCUK, Splash and Gant. It also has a PVR with eight screens and two gold class ones.



#### **3. AMBIENCE MALL, GURGAON**

Established in 2007, Ambience Mall is a very successful shopping centre with the best location, a flat '0' km from south Delhi and an 8 lane approach on national express highway NH-8. Its mammoth size yields a GLA of 1.03 million square feet making it one of the largest leasable spaces in India. The mall offers a wide range of facilities, including premium international and domestic retail brands, anchor stores, hypermarket, 7-screen multiplex, restaurants, coffee shops, food court, fitness centre, beer garden, bowling alley, simulated golf course, kids-play zone, recreational zone, etc. The anchors are Westside, Pantaloons, Reliance Trendz, Big Bazaar and M&S. The has 250 store units and the key brands are Lacoste, Da Milano, BMW, Tommy Hilfiger, Gant, Promod and Charles & Keith.



#### **5. MANTRI SQUARE, BANGALORE**

Mantri Square started up in 2012. The mall is spread across 1.1 million square foot with a GLA of over 0.9 million square foot and has over 202 units. The anchor stores are Auchan, Lifestyle, Pantaloons, Shopper's Stop, Marks & Spencer and Reliance Trends. It has Inox and Amoeba as well. Some other prominent brands present in the mall are Fcuk, Rado, Denizen, Tissot, Taco Bell, Woodland, KFC, Mc Donald's, Swensens, Levi's, UCB, Pepe, Nike, Puma, Adidas, Reebok.



#### 6. EXPRESS AVENUE, CHENNAI EXPRESS AVENUE

Chennai was developed by Express Infrastructure Pvt Ltd in August 2010.. The mall is spread over 1 million square foot with a GLA of 0.9 million square foot and has 212 units. The anchor stores are Big Bazaar, Lifestyle, Marks & Spencer, Hamleys, West Side, Home Centre, Max Lifestyle, Gautier, Women's World, Starmark, Planet M. Some other prominent brands present in the mall are Burberry, Luxxe Box, Aldo, Charles & Keith, Inglot, Omega, Lacoste, Jack & Jones, Vero Moda, Only, UCB, Nautica, US Polo Asscn, Levis, Reebok, Adidas, Nike, Delsey Paris, Club America, Sun Glass Hut, Crabtree & Evlyn, Seacret, Mac, Calvin Klain, FCUK, Swatch, Tissot, and Raymond Weil. It also has Escape by Sathyam Cinemas with eight screens.



#### 7. GREAT INDIA PLACE, NOIDA

GIP Noida was developed by Unitech in 2007. The mall is spread over 1 million square foot with a GLA of 0.9 million square foot and has over 190 units. The anchor stores are Big Bazaar, Lifestyle, Pantaloons, Shoppers Stop, Globus, Max Lifestyle. Some other prominent brands present in the mall are Adidas, Marks & Spencer, Levis, Pepe Jeans, UCB and Lacoste. The GIP Noida has the highest average daily foot-falls across all malls in India



#### 8. NEPTUNE MAGNET MALL

Mumbai Neptune Magnet Mall at Bhandup(W) Mumbai, started up in January 2012. The mall is spread across 1 million square foot with a GLA of 0.9 million square foot and has 280 retail units. The anchor stores are Easy Day (Bharti Wal-mart Hypermarket), METRO Cash & Carry, Cinepolis Multiplex, GETLOST (Family Entertainment Centre), CENTRAL, DLF Ave.neu, Reliance Digital Xpress, Reliance Footprints, Fashion at Big Bazaar. Some other prominent brands present in the mall are Aveneu, OVS, Jack & Jones, Only, Vero Moda and UCB.



#### 9. HIGH STREET PHOENIX, MUMBAI

High Street Phoenix, Mumbai, developed by The Phoenix Mills Co. Ltd. in 2001, is located in the heart of South Mumbai. Originally spread over 3 distinct zones—Skyzone (anchors and brands), Grand Galleria (impulse and multiplex) and High Street Units. Recently it has added Palladium, which is Mumbai's first luxury shopping and entertainment destination. Overall, High Street Phoenix has a GLA of 8.5 million square feet. The mall has 165 operational stores with Big Bazaar, Lifestyle and Pantaloon being the main anchors, and the key brands include MAC, Gucci, Tag Heur, Zara, Jimy Choo, Botegga Venetta and Hugo Boss. This iconic mall draws in over a hundred thousand visitors on weekends.



#### **10. BRIGADE ORION, BENGALURU**

Orion Mall, Bengaluru developed by Brigade Group in 2012, has a wide range of shopping, and multiple food and entertainment options, all spread quite lavishly over 4 well zoned floors. Orion is one of the best mixed used developments with amazing brand mix and high conversions. The mall has Westside, Central, Star Bazar, and RMKV, besides key brands like Adidas, Provogue, Samsung, Mango, Tommy Hilfiger, Nautica and Levis. With 140 stores units, its GLA is 0.85 million square feet.



#### **11. PHOENIX MARKET CITY, PUNE**

Phoenix Market City, Pune, developed by the Phoenix Mills in 2011, is among the largest malls of Pune and boasts of anchors such as Star India Bazaar, Landmark, Westside, Pantaloons, Max, Reliance Trendz, Zara, a 9-screen PVR, and a kids zone. The GLA of the 0.8 million square feet afford the luxury of not only these top anchors but also key brands such as Mango, Diesel, FCUK, CK, Charles & Keith, Timberland, Guess, Promod, Bebe, Boggi and Milano.



#### **12. AMANORA PARK CENTRE, PUNE**

Amanora Park Centre was developed by City Group and Kshitij in 2011. The mall has over 300 retail units and a GLA of close to 0.8 million square feet. The anchor stores are Big Bazaar, Central, Home Town. Some other prominent brands present in the mall are Marks & Spencer, Louis Philippe, Van Heusen and Arrow.



#### **13. EMPRESS CITY CENTRE, NAGPUR**

Empress City – the flagship project of KSL is within an integrated city spread across a sprawling area of 25 acres in the heart of Nagpur city. The sprawling Empress City Centre Mall opened in October 2010 and has a GLA of 0.6 million square feet, with over 250 retail units.

IMAGES



#### **14. PHOENIX MARKET CITY, BANGALORE**

Phoenix Market City, Bangalore was developed by the Phoenix Mills in October 2011. The mall is spread over 1 million square foot with a GLA of 0.7 million square foot and has over 275 retail units. The anchor stores are Zara, Marks & Spencer, Pantaloons, Tanishq, Croma, Reliance Digital, Reliance Trends, Splash, Hamleys, Big Bazaar, Hometown, PVR bluO, PVR Cinemas, and Amoeba . Some other prominent brands present in the mall are Mango, Guess, Gant, Nautica, Steve Madden, Promod, Charles & Keith, Timberland, Bebe, Fcuk, Quiksilver, Calvin Klein, Tommy Hilfiger, Chili's and Trader Vic's.



**15. SOUTH CITY MALL, KOLKATA** 

South City Mall, Kolkata, was developed by South City Projects (Kolkata) Limited in 2008 in Kolkata. It's GLA is over 0.6 million square feet. The anchors are Spencers, Shoppers Stop and Pantaloon. The mall has 155 retail units. The key brands are Tommy Hilfiger, Nautica, Timberland, Next, Guess, US Polo and Forever new. It has a lavish atrium, multiplex, the largest multi-level parking in east India, an excellent location and fantastic catchment.

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