

Mal(l) with a difference

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FIVE years ago, the mall phenomenon seemed like the next big thing. Now it's become a part of life and no more a novelty. We spoke to Kishore Bhatija, CEO, Inorbit Malls, the man largely responsible for setting in the mall culture in India, about this transition:

The journey so far...

Inorbit started way back in 2004 and we have indeed travelled a long way since. From a single mall company up till recently, we have now set shop in Vashi too and are shortly to launch shopping centers in Hyderabad, Pune and Bangalore. Riding on fierce competition from our competitors and high expectations from consumers, the journey has been challenging yet enjoyable.

What are the consumer expectations?

Today, each mall is surrounded by competitor malls, with everyone trying to offer that unique experience. However, consumers today have a worldview, having travelled extensively. They have started to benchmark the best mall experiences, thus



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— Kishore Bhatija, CEO, Inorbit Malls

setting high standards for us in the business. So be it the retail mix, shopping experience, health and hygiene in the food court, excellence in mall operations or unique events, the consumer today wants it all.

What about promoting the malls?

Inorbit has an annual five-year marketing calendar that we strictly follow in both our Malad and Vashi malls. We have more than 300 event days in each of these malls.

Events at Inorbit are much sought after by our consumers and typically see great crowds. In fact, Power Kids, our summer event in May 2008, won a Silver at the ICSC Asia awards held in Macau — perhaps India's first mall company ever to win an international award for a mall event. Apart from this, every event is supported by extensive print, outdoor and online advertising.

What are your future plans?

By the end of 2010, Inorbit should extend into being a family of five malls.

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