



ADDING ZING TO **CHENNAI'S SHOPPING EXPERIENCE**

The Forum Vijaya Mall set at the heart of Chennai is positioned around this vision with the mall being an ideal third place or a hangout destination for a Chennaiite apart from their households and work spaces. The Forum takes pride in presenting to guests an unparalleled experience beyond shopping. Be it going on a shopping spree with one's friends and family picking from an array of fashion brands, indulging over a cup of coffee or going on a culinary journey or watching a movie in a state-of-the-art cinemas, The Forum has it all...

By IMAGES Retail Bureau

“We visited the mall during weekend. The shops were crowded, the restaurants were crowded, and it was the kind of crowd that I used to enjoy during the festivals in India! If the affluence level of the city has to be judged by the malls, then Chennai is definitely an affluent city, keeping in mind The Forum Vijaya Mall as example,” said Krishnaswamy Nandakumar, a recent visitor of the mall, who left the city 40 years ago and have just come back. If this mall can woo a person like him, then no wonder it will hold a special place in any average Chennaian's heart!

The Forum Vijaya Mall is the only shopping mall in Chennai that has a metro station and a bus depot within a 100 meter distance! The mall is easily accessible from Arcot Road and Jawaharlal Nehru Road with large frontages on both the sides. The mall caters to 25% of the city's population with catchment population of 2 million against 7.5 million in Chennai.

Spread over a sprawling 14.7 lakh square feet space, The Forum is Chennai's superlative by clocking in a footfall of 2 million guests every month! The mall can be rightly defined as a shopper's paradise with hundred plus brands. The brands at The Forum have been carefully picked and chosen based on the city's needs. Chennai is rooted deep in traditions but the people also welcome new add-ons provided to them with a balance! A dearth of offerings for the unexplored market lead to Prestige Group's journey to Chennai.

EXPLORE

The Forum has several anchor stores. It houses the city's largest hypermarket, Spar, spread over 100,000 square feet space. The mall also has a must-visit Palazzo by SPI Cinemas that is one of the best cinemas in the country with Venetian interiors. Palazzo has 9 state-of-the-art screens equipped with RDX-

4K, with a total of 3,010 seats and is designed by Giovanni Castor. There's also an upcoming IMAX in store, the Palazzo recreates the majesty of Italian grandeur by combining a state of the art cinematic experience and sublime service in the most opulent surroundings. Fresco-adorned walls, Italian marbles, a royal scepter are just a few of the things that will greet the consumers he/she enters Palazzo.

Understanding the city's love for traditional clothing Forum houses RmKV spread over three floors and 80,000 square feet. It also has the largest food court in the city which is an 850 seater and is called Via South, the food court is themed around digital kolams (rangoli), depicting the mall's balance between modernization and customary roots. The mall also has Lifestyle, Marks & Spencer, Westside and Max among other fashion brands.

the benchmarks for raising shopping experience to a whole new high in Chennai", he adds.

Adding wow factor to every event and campaign has been the core objective of the team. "Than repeating regular events, we believe in guests experiencing something new when they visit the mall. From tying up with Disney, Green Gold, Turner and doing some of the best auto expos, wedding expos to Badminton tournaments LIVE at the mall, we have done it all!" he further adds.

The Forum Vijaya Mall believes in doing it BIG. The mall has had some of the biggest concerts in town with artists like Padmashri Hariharan, Benny Dayal, Javed Ali, Vijayaprakash, Naresh Iyer and Karthik to name a few. They have also hosted record breaking campaigns such as India's tallest Golu and longest's 1000 kg photo cake!



ENTERTAIN

The Forum Vijaya Mall is an activity hub! "It becomes challenging to put together events that are distinctive enough to catch the fancy of a wide range of guests that we cater to. We do campaigns round the year and these include weekender events, calendar campaigns and marquee iconic events that are the talk of the town", says Muhammad Ali, COO – Prestige Retail. "We have done several events that have literally been city show stoppers! Whichever way you look at it, The Forum Vijaya Mall has been upping

THEY CARE...

The Chennai rains had a massive impact in the city with huge damages. Doing their bit to the society, the mall also had undertaken a host of activities right from the day of the highest rainfall. The mall was open during the nights to provide shelter to those in need. Those, who needed to park their vehicles someplace dry, free parking was allowed inside the mall. Shelter was provided to hundreds, food packets were distributed amongst them and also to the neighbouring areas. The mall authority and staffs also went outside



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for the rescue work. A flood donation booth was set up at the mall, wherein guests extended their support with relief for a month long period. They had joined hands with Fever FM in their relief activities and supported them in coordinating their relief collection programme as well. It is always said, that the shopping malls have become shopping 'communities' today. It is the 'community' part of this mall that was truly visible at the point of need. 