

SELECT CITYWALK TO ADD A DOZEN NEW BRANDS, OPEN A NEW MALL IN DELHI-NCR

– By Charu Lamba

Select CityWalk, inarguably India's most recognised and felicitated shopping centre, is expanding its retail portfolio by introducing over a dozen new retail brands in the next one month...

Delhi's Select CityWalk, inarguably India's most recognised and felicitated shopping centre, is expanding its retail portfolio. The most popular shopping destination is introducing over a dozen new retail brands over the next one month.

In an exclusive interview,

Yogeshwar Sharma, Executive Director, Select CityWalk, said, "We want our shoppers to go through a new experience every time they visit Select CityWalk. To keep the exclusivity and their demands in consideration we're partnering with a variety of brands. From Pandora, Theobroma to relaunching Mango or even opening Lulu & Sky, Tribe Amrapali and



SELECT CITYWALK EYES EXPANSION; TO OPEN ANOTHER SHOPPING CENTRE

- Select CityWalk is mulling locations beyond Delhi-NCR for its second shopping centre, though the national capital region remains its first preference, and is looking for long-term financial partnership for the project.
- It is also experimenting with its own e-commerce channel to cater to customers who skip malls for their convenience.
- "We are in the process of deciding the size of the mall, its location, and strategising on how to make it smart mall from day one," Yogeshwar Sharma was quoted by news agency PTI as saying.
- The new mall will have futuristic categories, and a healthy mix of cinema, entertainment and the best of technology, Sharma was further quoted as saying.
- Their flagship mall in Saket has a sales ratio of ₹3,200- 3,300 per square foot.
- Select CityWalk recently started managing the Shipra Mall in Indrapuram, Ghaziabad and is eyeing long-term alliances in this segment.
- The company has also started a loyalty program and home delivery in the NCR region, following the best practices of international malls.

Burma Burma, we've received tremendous response from our patrons. And there's so much more that we have in store for them in the coming months."

The mall is also gearing up to welcome other brands including Maison Des Parfums, Pizza Express, Scotch & Soda, and Jo Malone.

KAI Shop, Party in a Box, KICA, CASA POP, The Organic Wash Club, Modern Bazaar and Vega are some brands which have already set up shop in the mall recently.

The mall has futuristic categories, and a healthy mix of cinema and entertainment.

Spread over 381 sq. ft., KAI shop is a housewares and beauty care shop which offers a range of Japanese products. KAI is also the exclusive distributor for Vita Craft and is introducing their products through this store in the country. Speaking at the KAI Shop launch, Koji Endo, CEO & President, KAI Group, said, "We are glad to announce the launch of our first 'KAI Shop' outlet in India. KAI Group

is the only cutlery-related manufacturer developing more than 10,000 products in cooking, grooming, beauty care, and medical fields.

With our new range, we have plans to launch five outlets in key metros by 2022 and will increase dealings at general stores in other areas of India, too. We aim to increase our sales by more than 3X of the present 300 crore Japanese yen by 2022."

Modern Bazaar, which houses integrated bakery, a café and gourmet specialties, and spans over 7,000 sq.ft space has also launched a new store in Select CityWalk.

Kunaal Kumar, Owner, Modern Bazaar in Delhi-NCR, said, "This store is a reflection of the positioning where a customer walks into a store with a nice lay-out and picks his choice from a wide assortment of products and brands – from the basics to the upmarket – which are all priced very competitively and come with various deal offers." 