



Select CITYWALK, Saket

Located in Saket of New Delhi, Select CITYWALK is spread across 1,300,000 sq ft. This is a part of an overall complex of 54 acres that comprises of three floors of office space; India's first six screen two Gold Class and four premier class PVR Cinemas, and approx 1 lakh sq ft of Serviced Apartments. The mall was developed by Select Infrastructure, a joint venture between the Select group and the Aarone Group. It opened to the public in October 2007. The mall also has 180 stores representing over 500 major Indian and international brands of clothes and apparels. An ethos that has been especially crafted to suit the needs of the sophisticated

QUICK FACTS

Year of inception: 2007

Total retail brands: 180

Total retail area (including commercial and service apartment space): 13,00,000 sq ft



urban Indian, Select CITYWALK represents a blend of luxury and high-street shopping, an all inclusive mix of brands in addition to a number of cafés, bistros, restaurants and bars, which together make the shopping destination a popular place among all.

DLF Promenade, Vasant Kunj



Located on the Nelson Mandela road in the heart of Vasant Kunj is DLF Promenade, which is spread over 4.6 lacs of square foot area and caters to customers who are looking for a quality shopping experience coupled with a chic ambience. With its strong anchors, like Zara, Marks & Spencer, DT Cinemas and the Eat Food Lounge, DLF Promenade completes the mall experience for all its patrons. DLF Promenade is a fashion mall, which is why the zoning is planned out in

QUICK FACTS

Year of inception: 2009

Total retail brands: 148 (including Food Court and restaurants)

Total retail area: 4,60,000 sq ft

a way where all the fashion brands are evenly spread out over the 3 shopping floors (ground + two). The retail spaces are generously proportioned to showcase the merchandise. The other brands

present in the mall are Mango, Promod, Steve Madden, Bysi, Satya Paul, Fabindia, Aldo, Da Milano, UCB and many more. Designed by CHHADA SIEMBIEDA & Associates Limited (Designers Hong Kong), the mall houses 7 screen DT Cinemas with a seating capacity for 1140 people, multi-level car parking system, and food court with a seating capacity for 400 people.



DLF PLACE

SAKET, NEW DELHI



The Hearty Mall

DLF Place is a shopping destination that offers the best of food, fashion, beauty and entertainment. With international mix of leading fashion, food and entertainment brands such as Marks & Spencer, Forever 21, Vero Moda, MAC, Forest Essentials, Anita Dongre, Chili's, Smoke House Deli, Cafe Delhi Heights, DT Star Cinemas, it forms a shopper's paradise. The mall is located in the heart of Saket, and hence has an affluent catchment of Sec A and above category of shoppers. With the advantage of surrounding malls, Saket forms for a shopping destination.

Zoning and retail mix

DLF Place houses leading international brands covering about over 70 per cent of the leasing area, the remaining about 30 per cent is occupied by sought after national and regional brands. The lease period is between three to nine years along with a few short term leases. Also, the mall is popular for its food and entertainment offerings. Food brands take up to about 30 per cent space, while about 18 per cent space is dedicated to entertainment including DT Star Cinemas and kids' play zone.

Tackling eCommerce

Both online and offline marketplaces operate in their own spaces and occupy the pie. There are some critical elements which are only possible in an offline space, including the touch, feel and trial opportunities besides many experiential elements.

Marketing initiatives

The mall is acknowledged for its unique shopping festivals, first ever mall loyalty programme-Place with Benefits which truly rewards the patrons. Seasonal concept decor of the mall also forms attraction. Additionally, the mall is quite active on all digital mediums with a healthy fan base and engagement.

Future plans

Restructuring and zoning of brands besides introduction of newer tenant mix and pre-paid parking tickets.

QUICK FACTS

Inception date of the mall: Operational since 17th November 2008

Total retail brands: 150 stores

Total Retail Area: 5,19,782 sq ft