TITLE: MODERN RETAILING IN INDIA:
A STUDY OF THE ATTRACTIVENESS OF A
SHOPPING MALL

HEMANT CHAUHAN*; RACHIT GUPTA**; PALKI SETIA***

*Assistant Professor in Management,
Phonics Group of Institutions,
Roorkee, Uttarakhand, India.
**Assistant Professor in Management,
SVS Group of Institutions,
Meerut, Uttarpradesh, India.
***Assistant Professor in Management,
Disha Institute, Dhampur, Uttarpradesh, India.

ABSTRACT

Modern retailing in India is at a nascent stage of its evolution, but within a small
period of time certain trends are clearly emerging which are in line with the global
experiences. As India enters its second phase of organized retailing, capital markets
gave astronomical valuation to retailing businesses, developers started creating
malls everywhere. The economy also begins to gather momentum after the brief
slowdown showing positive consumption pattern of fashion brands, electronics
products, grocery outlets, food courts and the real estate. The retail need to play a
major role in driving retail to next level. The economy which has expanded at close
to 9% in the three months to June’ 2010 and is at the fastest pace in more than two
years. It’s being driven by high retail growth and increased private investments.
Retailers in fashion & lifestyle brands have started customizing their offerings for
potential markets and customer segments. Vibrant economy, combined with
sustainable retail business model has encouraged ready-made apparel business to
grow and expand. The massive investment taking place in developing shopping malls
in Delhi-NCR is again bringing enough challenges for the developer. According to
unofficial estimates only about half the retailers in merely 10 of the 200 odd malls
make money. To develop and sustain attractiveness of shopping malls as a business
destination in India, experts have difference of opinion. The present case study
provides an insight of the strategic relevance of retail tenant mix (zoned concept)
with special reference to “The Great India Place (TGIP) Shopping Mall, Noida
(UP).” This case focuses on studying the genuinity of choosing TGIP shopping mall
by a customer. The occupancy level of TGIP shopping mall and its retail tenants (including anchor stores) placement on various floors are studied through this case.

**KEYWORDS:** Retail tenant mix, retail zoning, lifestyle brands, private-label brands, multi brand outlets, anchor-stores.