Malls are considered as social spaces it is important to engage customers

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1.1 What are your expectations from the festive season ?

With the upcoming festive season followed by the end of season sale in Jan, the sentiments look positive and we can expect the revival in the coming months. All our brands are ready to offer latest collections in apparels. We also have exciting offers lined up for the festive season. Our malls will also have the festive décor to welcome customers and give them a festive feel while shopping.

1.2.What are the categories you think will witness a growing demand during festive season ?

The festive season should boost up demand for ethnic fashion, electronics, skincare and cosmetics. Fashion categories like fitness wear and athleisure are catching pace. With the upcoming festive season, we shall see a boost in demand for ethnic and fusion wear.

1.3 What are the Initiatives taken up by malls to drive footfalls and sales ?

At Inorbit, we try and plan our festive calendar in advance, every mall is festive ready with world class lighting and décor elements a month in advance before the Diwali festival.
This year, due to covid and other social distancing norms, we don't have events and promotions. However, we will continue to engage our audience on our social media platorms with shop and win, contests and virtual parties. We also have invited multiple bloggers to come and showcase the festive collection to our customers.

1.4 Will still people prefer online shopping or shopping at malls?

A large number of consumers have embraced digital mediums of shopping so at Inorbit, we have enabled convenience driven shopping experiences like video calling / virtual shopping and curb or drive in pick up from the mall. Recently, we announced another initiative called “Inorbit at your doorstep ”, currently piloted at Inorbit Whitefield and Malad and soon to be scaled up to all our other locations. Through this initiative Inorbit sets up shopping stalls of brands inside premium residential complexes. With this initiative residents can safely shop within their housing complexes.

1.5 With people spending more on essentials than impulsive buying will it impact the business?

Initially customers were apprehensive about stepping out of their homes. Their major concerns revolved around their own safety and that of their families. However most of them seemed elated and excited about visiting the mall almost after 5-6 months since the lockdown commenced. Now with the Food courts and Restaurants opening as well as the Entertainment centres and Multiplexes getting a go ahead soon, business is expected to pick up.

1.6 What are the current footfalls vs usual expected footfalls during festive season?

For shopping malls, the festive quarter that is Oct to Dec this is the most important time in the year for business. The season is full of festivities and because Leisure and entertainment is an important part of the Indian culture and Malls are considered as social spaces it is important to engage customers in time. With the festive season beginning there is always a surge in footfall, and there growth in consumption because of new collections and great offers from brands. Malls also are decked up in the festival décor creating a fantastic ambience and positive atmosphere.