

# Credited with many firsts



Mantri Square, a prominent shopping destination in Bangalore, has left its mark for some trend setting initiatives. **Jonathan Yach**, CEO of Mantri Square Shopping Mall speaks about the malls' unique features.

**Retailer:** What sort of survey has been made prior to setting up this retail space of huge dimension?

**Jonathan Yach (JY):** Mantri Square has been created after making an in-depth study of many successful malls across the world and after developing a close understanding of the primary catchment around the mall and other parts of Bangalore. The lack of organised retail and quality entertainment and dining options were studied and the mall letting team took this as an opportunity. While designing the mall, we also applied the international practice of zoning for retailers, where similar product categories are sectioned together to offer shoppers a comparative

shopping experience.

**Retailer:** What sort of promotional activities you carry out in alliance with the retailers to always keep the buzz around?

**JY:** In order to ensure high level of excitement at Mantri Square, we constantly carry out events and activities to ensure consumer engagement. Live entertainment shows, exhibitions, children's activities, puppet shows, art and craft fairs are a few of the activities organised during weekends. On festive occasions, we organise special festive offers and also commemorate significant days by organising various fun-filled games and entertainment activities.

Last month, we celebrated

**Apart from being India's largest mall, Mantri Square has many firsts to its credit. Mantri Square launched India's first Taco bell, the leading Mexican inspired QSR chain from Yum! International. Inox opened its first premium lounge with recliners in India at Mantri Square with 71 seats.**

Independence Day with a special 'Freedom at Midnight Sale'. The mall also hosted a 'Village Habba' set up by local artisans and craftsmen selling many traditional handicraft items. A 'Sounds of India' musical event was also organised to bring alive the rich tradition of Indian music and musical instruments.

We also partner with our retailers to hold special promotions for them. With New U, we have been jointly promoting their makeover marathons and beauty specials. This gets the customers engaged and also helps the retailer get more sales.

**Retailer:** In your view, which feature can make Mantri Square to stand out amongst others? Also, tell us something about the group's future plan in the retail space.

**JY:** Apart from being India's largest mall, Mantri Square has many firsts to its credit. Mantri Square launched India's first Taco Bell, the leading Mexican inspired QSR chain from Yum! International. Inox opened its first premium lounge with recliners in India at Mantri Square with 71 seats. OVS from Italy also opened its first store in April this year. Mantri Square has many other national brands opening their first outlet in Bangalore here - Tissot, Alcott, Sunglass Hut, Boggi, Kalanjali and Early Learning Centre amongst others. Besides, a large number of local traditional retail brands too have their outlets at Mantri Square. These include brands such as Vijaylakshmi Sarees, Fazals, Vastrra, Soch and Davanam Jewellers amongst others.

After the success of Mantri Square, Mantri Developers are planning to take a similar format to the cities of Hyderabad and Chennai.

Interviewed by **Suranjana Basu**

