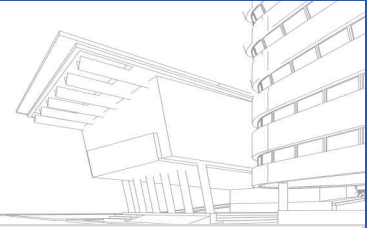




SHOPPING CENTRE

March 10, 2021

JW Marriott | Aerocity | New Delhi



2021 MISCA11: Shopping Centre of the Year for Most Admired Marketing & Promotion Activities.

Description:-

Consumers in metro and non-metro tier-1 and tier-2 cities of India are now experiencing some of the best malls, and this award for “**Shopping Centre of the Year for Most Admired Marketing & Promotion Activities**” goes to the top performer on all counts from across India.

ESSENTIAL CONDITIONS:

- Assessment Period: (1st April 2019 to 31st March 2020)
- Mall should have been operational on or before 1st March 2019
- “Mall” or “shopping centre” would imply “enclosed shopping centre”
- Minimum GLA 1 Lakh Sq.ft

NOMINATION PROCESS:

- The Nomination Forms are to be submitted only via this online form.
- The Nomination Forms will be duly scrutinised and checked by an internal assessment team for correctness of relevant information provided by the nominees. In case any clarifications are required, the nominees shall be required to provide the same with due supporting documents.
- The assessment details and analysis for the categories shall be presented before the jury who will decide the final nominees and the winner in each category for presentation of the awards. The decision of the jury shall be considered as final and binding.
- Categories in which less than 3 valid nominations are received may/may not be dropped.
- The organisers and Jury reserve the right to change or alter the award categories.
- The last date of receiving the completed Nomination Forms is 1st March, 2021.

Judging Criteria:-

Judging by	Audit Agency	Jury
Weightage allotted	40%	60%

IMPORTANT:-

No nomination will be considered for final award until & unless the nomination fee has been received.

In case of any difficulty please contact :-

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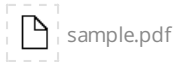
JATIN NEHRA
+91-7042671306
jatin.nehra@reedexpo.co.uk

I have read all instructions and want to proceed to fill the nomination form. *

1. Name of the Nominee Shopping Centre *

2. Brand Name of the shopping centre (if any)

3. Upload high resolution logo of the company/brand



4. Terms and Conditions for Logo uploaded *

The logo uploaded & shared by the concerned person filling the form may or may not be used for the following purposes:-

Display in ISCF, MAPIC India website as applicable for advertisement under the list of nominees for Award Categories.

Publications in Post show report, India Retail Report or any other publications under Reed Exhibitions India.

In case the concerned nominee is under final nominations the Logo will be used for display in dedicated catalog, Nominations Video, Standee, Backdrop as applicable.

I accept the Terms and Conditions and agree that the logo attached is best to my knowledge and can be used as mentioned in terms & conditions.

5. Location (Address) of the Mall *

Street Address

Address Line 2

City

State/Region/Province

Postal / Zip Code

Country

6. Official LandLine Number *

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7. Official Contact Person *

First

Last

8. Designation *

9. Mobile No. *

QUESTIONNAIRE (To be filled here itself)

10. Date of launch *

dd-MMM-yyyy

11. Name of Mall Developer/ Operator (Organisation) *

12. Retail Presence (Please tick) *

Regional

National

International

13. No. of Malls you currently own/operate (Mention City-wise)

Name of City *	No. of Malls *
<input type="text"/>	<input type="text"/>

14. Mention name of cities where you plan to launch/operate new Malls in next 3 years:

(14-a) City-Wise	(14-b) Number of Malls
<input type="text"/>	<input type="text"/>

Details for Nominee Mall (for which you are filing nomination for)

15. Total Revenue

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(15-a) Total Rent Income + CAM charges Post-Tax (Rs. Lakhs) *

 INR

(15-b) Alternative Revenue Sources (Promotion/ Ads, Parking, etc.) Post-Tax (Rs. Lakhs) *

 INR

16. Footfalls

(16-a) Average Daily Footfalls (Weekdays) *

(16-b) Average Daily Footfalls (Weekends) *

(16-c) Name of Agency Certifying the Footfalls *

17. Size of Mall (in sq.ft)

(17-a) Land *

(17-b) BUA *

(17-c) GLA *

20. Per cent (%) space to

(17-a) Retail *

(17-b) Office *

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(17-c) Hospitality *

18. Total Number of Tenants

(18-a) Anchors *

(18-b) Stores *

(18-c) Kiosks *

19. Space to Parking Area (sq.ft)

(19-a) Area (sq.ft) *

(19-b) 4-Wheelers (No.) *

(19-c) 2-Wheelers (No.) *

20. Retail-Mix (Mention Sq.ft floor space allotted to each)

(20-a) Fashion-Lifestyle

(20-b) Electronics/Gadgets

(20-c) F&G, Provisions

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(20-d) Furniture/ Furnishings

(20-e) Beautycare/Products

(20-f) Cinema (Screens)

(20-g) Food Services

(20-h) Fun/ Leisure

21. Name of CEO/ Centre Head *

First

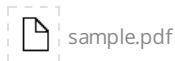
Last

22. Mall Management & Leasing By: *

23. Describe the innovative marketing & promotions activities initiated by your mall in 2019. How is it different from ongoing activities in other malls and to what extent has it contributed in increasing footfalls and sales?

(23-a) Activity *	(23-b) Date of activity.	(23-c) Cost	(23-d) Agency Involved
<input type="text"/>	<input type="text"/> dd-MMM-yyyy	₹ <input type="text"/>	<input type="text"/>

(23-e) Supporting Visuals



(23-f) Supporting video (Please Share youtube/video link)

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24. What is the USP of your promotions activities? If activities are done through hired external agencies, please explain how you coordinate and finalise the programs. *

(Maximum 100 words)

25. Please furnish your annual marketing and promotions budget under various heads:(in Rs. Lakhs) For Financial Year 2019-20

(25-a) Print Consumer Media

(in Rs. Lakhs)

(25-b) TV

(in Rs. Lakhs)

(25-c) Outdoor Advertising

(in Rs. Lakhs)

(25-d) Social/ Digital Media

(in Rs. Lakhs)

(25-e) PR Activities

(in Rs. Lakhs)

(25-f) Events

(in Rs. Lakhs)

(25-g) B2B Media (Print & Digital) : (Any other)

(in Rs. Lakhs)

(25-h) B2B Media (Print & Digital) : (Any other)

(in Rs. Lakhs)

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(25-i) TOTAL

(in Rs. Lakhs)

(25-j) Contribution of Tenants to total budget

(in Rs. Lakhs)

26. How have your marketing and promotions activities contributed in social media engagement? Please mention your social media interface and Number of fans/followers. *

(Maximum 100 words)

(26-a) Facebook Page Link

(26-b) No. of Fans/Followers

(27-a) Twitter Page Link

(27-b) No. of Followers

30. Additional Information

(28) Describe any smart technology/digital interface with customers at your mall: *

(29) What is the USP/Benchmark differentiator of your mall? *

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(30) Name your advertising agency.

(31) Name your PR agency.

32. Why do you think you deserve to win this Award? *

(Maximum 100 words)

DECLARATION

I hereby agree:

Please Check all *

- That the facts and figures stated in this Nomination together with the accompanying information is true and correct to the best of my knowledge.
- To allow the organisers to retain the information provided by us.
- To abide by the rules and regulations of the Awards.
- To abide by the decision of the jury, which will be final and conclusive.

Name of the person submitting the form *

First

Last

Designation *

Phone *

Email Id *

2021MISCA11: Shopping Centre of the Year for Most Admired Marketing & Promotion Activities.

Billing Details

Offline Payment (Cheque/ NEFT/RTGS/ Others):-

The Nomination Fees may be paid by:

#Cheque drawn in favour of "RELX IND PL - REED EXHIBITIONS ACC"

#Online transfer to our bank a/c:

A/c Name: RELX IND PL - REED EXHIBITIONS ACC

Bank Name: Citibank, First Floor, DLF Capitol Point, Kharak singh Marg, New Delhi 110001

Current a/c No: 0007050119

SWIFT Code: CITIINXBIBD

IFSC Code: CITI0000002

Please Note:-

- The nomination will not be considered complete without the receipt of payment.
- The nomination will be further considered for evaluation & assessment once the nomination fee has been received and confirmed.

I agree with terms and conditions related to payment of nomination fee. *

Billing & Invoice details.

Company Name *

Name of the concerned person whom the bill should be raised to *

First

Last

GSTIN No *

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Bill to:- *

Street Address

Address Line 2

City

State/Region/Province

Postal / Zip Code

Country

Shipping address same as above

Shipping Address :- *

Street Address

Address Line 2

City

State/Region/Province

Postal / Zip Code

Country