

MANI SQUARE MALL, KOLKATA

Mani Square has always put in a lot of thought behind the theme for the mall makeover for every festival celebrated in the mall. For the decoration theme for this year's Durga Puja, the most important festival in the Bengali calendar, they used the most auspicious colours in Bengali culture – the vibrancy of vermilion and the regal connotation of gold. For the Mani Square Durga Puja 2012 theme, they incorporated these colours recreating the traditional forms, figures and elements of Durga Puja in the various decoration props and elements put up all over the mall.

The Durga Puja period saw average mall footfalls touching a lakh per day. The average comparable figure for the same dates the month before would be around 50,000 per day.

A whole host of retailers offered special Puja schemes and discounts to make shopping at Mani Square during the Puja season an attractive proposition.



ASANSOL SENTRUM, ASANSOL

Asansol Sentrum Mall, which is located at Shristinagar area in Asansol has cosmopolitan residents.

To keep everyone engaged in the festivity, they organised kid's carnival, art crafts fair and traditional puja décor. They chose a simple but creative theme for this year, keeping with the age-old Bengali culture, since Asansol, an old city has a major Bengali

households. The dazzling illumination of the Shristinagar gate, central park was the treat for everyone eyes.

According to the mall spokesperson, Asansol Sentrum received 15 per cent increase in revenue and footfall increased by 80 per cent, specially on the days of events. Anchor stores and fast food joints did good business during the time.



JUNCTION MALL, DURGAPUR

THE USP of the mall decoration at Junction Mall has always been to amalgamate with the local Puja flavour and making the mall a part of the revelers. This year they themed on peace prevailing through the commonality of Hindu and Buddhist (Tibetan) beliefs, especially in deity formation and reincarnations.

Cost involved in decoation of the mall was ₹3 lakhs. Percentage increase in footfall was 43 per cent and percentage increase in revenue was 26 per cent.

Brands such as Shoppers Stop, Pantaloons, Van Huesen, Lee, Levis, Wrangler, Siyaram, Biba, Fabindia, Woodland, Raymond, Samsung, LG, Reliance Footprint, Spykar, and many other brands did a good business during festive time.

Galaxy Mall at Asansol organised prepuja celebrations by organising interactive events with crowd. Theme decoration for Durga Puja was highlighted with the symbol of Swastik and Shankha, the Shankha is regarded sacred and very auspicious.

Approximately ₹3 lakh were spent on decoration and percentage increase in footfall was 32 per cent and revenue increased by 7 per cent.

Brands such as Big Bazaar, KFC, City Bazar Metro, Raymond, Eylex Multiplex did a good business during this time.

