Chapter - 3

PROFILE OF RETAIL FORMATS

3.1. Unorganized and Organized Retail Formats

3.2. Fashion Retail Stores in India

3.3. Retail Companies in India

3.4. Profile of Leading Organized Retail Firms in India

3.5. Shopping Malls in Bangalore

3.6. Silk and Sarees Retail Shops in Bangalore
Chapter – 3

PROFILE OF RETAIL FORMATS

Present study is designed to understand the consumer buying Perception, Preference and Attitude towards organized and unorganized retail formats. This Chapter provides the description of the retail formats with due emphasis on types, function and leading retailers.

3.1. Unorganized and Organized Retail Formats

Based on the types of services provided and space, the retailing activities are broadly classified in to two categories as organized and un-organized retail formats. Both the formats are engaged in catering the needs of the end users.

1. Unorganized or Traditional Retail Formats

Traditional or Unorganized retail includes whose activities are not regulated by any legal provision or those which do not maintain regular accounts. And also outlets are normal, where the ownership and management rest with one person only. These are highly competitive outlets. With negligible rental costs, cheap workers and overheads. Examples: counter stores, street markets, kirana store, etc.

India has a rich traditional history of retail trade. Many of the business models have been existence since time Immemorial, and at the same time, they had a presence across the country. It is for this reason that they are taken into consideration at this stage of research. However, most of these models are briefly summarized as follows:
A. Mom and Pop Store (also called Kirana Store in India)

Mom and Pop stores are the small stores run by individuals in the nearby locality to cater to daily needs of the consumers staying in the vicinity. They offer selected items and are not at all organized. The size of the store would not be very big and depends on the land available to the owner. They wouldn’t offer high-end products.

B. Convenience store

Usually located near residential areas and open long hours. Offers an assorted mix of products including milk, bread and eggs. Size, 500-1,000. Examples; 7-Eleven, speed mart, in and out.

C. The Local Baniya

These are popular in India, and the close to home retailer of basic daily needs. They typically store a range of goods that range from staples to FMCG products and in many cases ready to eat snacks supplied by small suppliers. The size of baniya store range between 300-500 sq. ft. and its stocks 80% branded products. Examples: shampoos, soaps, etc.

D. Wholesale Retail Outlets

Carry over 1,000 different general merchandise wholesale products, including wholesale house wares such as kitchen cutlery and discount kitchenware, clothing such as leather jackets and wholesale leather goods as well as accessories like wholesale handbags and other wholesale products like fine discount knives and unique clocks, kitchenware, motorcycle leather, electronics, travel luggage and briefcases, quality backpacks, tools, sporting goods your satisfaction is guaranteed.
E. **Warehouse Stores**

A retail format which sells limited stock in bulk at a discounted rate is called as warehouse store. Warehouse stores do not bother much about the interiors of the store and the products are not properly displayed.

F. **Mandis**

Mandis are agricultural markets setup by state governments to procure agricultural produce directly from farmers. Located in high production centers of different crops, these markets can be categorized as grain mandis, cottonmandis, soyamandis, vegetable mandis.

There are 7,161 regulated markets, or mandis, in India which are most primarily wholesale markets and are usually governed by the agricultural produce marketing committee (APMC) Act. Typically agricultural areas with population of more than 10000 have mandis. Buyers may visit the mandis for procurement of the produce many a times, on weekly basis. These mandis are primarily wholesale markets, located near important towns or centers of production.

G. **Haats**

Are regulated markets, there are also unregulated market, haat, Peta, Angadi, Hawai, Shanties, Paint. A haat is a periodic market which exists typically at a village level. A haat can be said to be a public gathering of buyers and sellers of commodities, fruits, vegetables, house hold goods, clothes accessories like bangles etc. Most of the haats (75%) are held once a week, while others (20%) are held twice a week. It is believed that there are around 47,000 permanent haats. In haats disintermediation is greater and there is an opportunity for producers to directly sell to consumers.
H. Melas

Another prominent feature of the Indian rural life is a mela. In India, over 25,000 Mela’s are held annually. Mela’s can be classified primarily according to their nature, into commodity fairs and religious fairs, and on the basis of periodically in to one day fairs less than a week and weekly fairs. Typically, a melas has on an average 800-850 outlets and average sales per mela Rs. 143 lakhs.

2. Organized or Modern Retail Formats

Organized retailing involves distribution centers run by professional management. It comprises mainly of modern retailing with busy shopping malls, multi stored malls and huge complexes that offer a huge variety of products in terms of quantity value for many under makes shopping a memorable experience. Examples: Malls, multi stored malls, super markets, huge complex, etc.

A. Malls

Many retail stores operating at one place form a mall. A mall would consist of several retail outlets each selling their own merchandise but at a common platform. Malls ranging from 60,000 sq ft to 7,00,000 sq ft, are the largest form of organized retailing today. These lend an ideal shopping experience with an amalgamation of product, service and entertainment, all under a single roof.

B. Department Stores

Department Stores are another type of emerging formats and these carry several product lines typically clothing, home furnishings and house-hold goods with each line operating as a separate department managed by specialist buyers or merchandisers. Product mix is largely non food like apparel, accessories, books, music, etc. size, 5000-40,000. Ex: Marks and Spencer shoppers stop, etc.
C. Factory outlets

Stores which sell branded merchandise at a discount. Levels of services are low. These are franchise outlets located away from main markets. Size, 500-1,000 sq. ft. Ex: Levi’s factory outlet, Reebok, Wrangler factory outlets.

D. Category Specialist Outlets

Offer a narrow variety but a very deep assortment of the merchandise may be sold at low price in India. For example; Home depot, Nalli’s, Kumaran, etc.

E. Dollar Stores

Dollar stores offer selected products at extremely low rates but here the prices are fixed. Example - 99 Store would offer all its merchandise at Rs 99 only. No further bargaining is entertained. However the quality of the product is always in doubt at the discount stores.

F. Hypermarkets

Hypermarkets and Supermarkets are the latest formats located in or near residential high streets. Hypermarkets carry a product range varying from Foods, Home-ware, Appliances, Furniture, Sports, Toys and Clothing; and Supermarkets are large self-service outlets, catering to varied shopper needs and mainly focus on Food and Grocery and personal sales.

G. Supermarkets

A retail store which generally sells food products and household items, properly placed and arranged in specific departments is called a supermarket. A supermarket is an advanced form of the small grocery stores and caters to the household needs of the
consumer. The various food products (meat, vegetables, dairy products, juices etc) are all properly displayed at their respective departments to catch the attention of the customers and for them to pick any merchandise depending on their choice and need. These stores offer food, laundry and house hold maintenance products. These are low cost low margin high volume operators.

Merchandise: Bakery products, cereals, meat products, fish products needs, medicines, vegetables, fruits, soft drinks, frozen food, caned juices.

H. Discount Stores

Consumers preferring to pay a low price can visit the Discount Stores or Factory Outlets, which offer discounts on the MRP, as they sell in bulk and have higher economies of scale. Discount stores also offer a huge range of products to the end-users but at a discounted rate. The discount stores generally offer a limited range and the quality in certain cases might be a little inferior as compared to the department stores. Wal-Mart currently operates more than 1300 discount stores in United States. In India Vishal Mega Mart comes under discount store. Merchandise: Almost same as department store but at a cheaper price.

I. Specialty Stores

As the name suggests, Specialty store would specialize in a particular product and would not sell anything else apart from the specific range. Specialty stores sell only selective items of one particular brand to the consumers and primarily focus on high customer satisfaction. Example -You will find only Reebok merchandise at Reebok store and nothing else, thus making it a specialty store. These stores especially cater to consumers who are looking for assorted brands at one store. For instance, apparel stores, sporting goods stores, furniture stores and book stores are some of the examples of specialty stores (Kotler, 2006; Sinha, 2007 and Jasola, 2007).
J. E - Tailors

Now-a-days the customers have the option of shopping while sitting at their homes. They can place their order through internet, pay with the help of debit or credit cards and the products are delivered at their homes only. However, there are chances that the products ordered might not reach in the same condition as they were ordered. This kind of shopping is convenient for those who have a hectic schedule and are reluctant to go to retail outlets. In this kind of shopping; the transportation charges are borne by the consumer itself (Example - EBAY, Rediff Shopping, Amazon).

3.2. Fashion Retail Stores in India

The Indian Retail Industry has undergone wide expansion in the past few years and will be amongst the top ten of the world very soon. Every entrepreneur wants his name to be carved in this niche. The Indian retail industry is valued at $270 billion, with organized retail cornering 4.5 %. The Retail Industry in India has gathered new dimensions with the intervention of the Government and setting up of brand outlets, departmental stores, supermarkets and malls. Here is a list of some of the most popular fashion retail stores of India

1. Pantaloons

Pantaloon Retail (India) Limited, is a large Indian retailer, which is part of the Future Group, and operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. Headquartered in Mumbai, the company has over 1,000 stores across 71 cities in India and employs over 30,000 people; it was the country’s largest listed retailer by market capitalization and revenue.
2. **Lifestyle International**

Lifestyle International (P) Ltd, part of the prestigious Dubai based Landmark Group, started its operations in India with the launch of the first Lifestyle store in Chennai in 1999. In little over a decade's time, Lifestyle has established itself amongst the leading retail companies in India. Positioned as a youthful, stylish and a vibrant brand, Lifestyle offers its customers not just the ease of shopping but also an pleasure shopping experience.

3. **Big Bazaar**

Big bazaar is a chain of shopping malls in India. Currently, there are 150 big bazaar stores across 80 cities and towns in India. Big Bazaar is designed as an agglomeration of bazaars or Indian markets with clusters offering a wide range of merchandise including: fashion and apparels, food products, general merchandise, furniture, electronics, books, fast food and leisure and entertainment sections. Big Bazaar is part of Future Group.

4. **Westside**

Trent is the retail arm of the Tata group. Started in 1998, Trent operates Westside, one of the many growing retail chains in India based in Mumbai, Maharashtra. The Westside stores have numerous departments to meet the varied shopping needs of customers. These include: Menswear, Women’s wear, Kid’s wear, Footwear, Cosmetics, Perfumes and Handbags, Household Accessories, lingerie, and Gifts. The company hopes to expand rapidly with similar format stores that offer a fine balance between style and price retailing.
5. **Shopper’s Stop**

Shoppers Stop is an Indian department store chain promoted by the K Raheja Corp Group (Chandru L Raheja Group), started in the year 1991 with its first store in Andheri, Mumbai. Shoppers Stop Ltd has been awarded “the Hall of Fame” and won “the Emerging Market Retailer of the Year Award”, by World Retail Congress at Barcelona, on April 10, 2008. Shoppers Stop is listed on the BSE. With the launch of the Navi Mumbai departmental store, Shoppers Stop has 34 stores in 15 cities in India.

6. **Big life**

Big life is about style, trends and the future of fashion. Over the past 43 years, its popularity has soared and expanded, as has its range in fashion products and store network. Ritu Wears, a Delhi-based apparel and lifestyle retailer, has rechristened itself as ‘Big life Ritu Wears’. It is a family lifestyle destination and celebrates the colorful bond of a family. Ritu Wears offers a wide range of high-fashion: clothes, footwear, jewellery, cosmetics, fragrances, toys, watches, sunglasses, luggage and accessories for men, women and children.

7. **Globus**

Globus is a retail clothing store, based in Mumbai, India. Its part of the Rajan Raheja group. The chain store has recently launched 150 stores in India. Kareena Kapoor has become the brand ambassador, and plans to launch her own clothing line with the store. Globus Stores Pvt. Ltd. was formed to contribute to the revolution sweeping the Indian retail industry. Globus promises to bring about a perceptible change in the way apparel and lifestyle retailing is carried out.
8. **Reliance Trends**

Reliance Trends is a fashion retail store of the Reliance Group. Reliance Trends houses some of the best brands from various parts of the world including their collections. The store's core principle is 'Fashion at great value'. Reliance Trends seems unbeatable as they offer fashionable and trendy clothes at prices unmatched in the market. It offers a mix of private brands across men's, women's and children's categories. The collection offers high fashion, latest trends, cuts and styles and top-quality material backed by technology and innovation.

9. **Maya Lifestyle**

Gitanjali Lifestyle, India’s leading Jewellery and Lifestyle brand has entered the Indian Retail space with the launch of their first store MAYA. MAYA is a Multibrand format departmental store created to provide consumers with a seamless shopping experience. MAYA stores offer customers a unique experience of varied styles and houses brands and products for women, men and children. The product categories include apparel, jewellery, lifestyle products, accessories, cosmetics and perfumes.

10. **Vishal Mega Mart**

Vishal Mega Mart is a retail store chain owned by Vishal Retail Group. It has number of stores all across India offering apparels, lifestyle goods, daily need goods, grocery etc. It has been a popular chain of stores with reasonable prices and has recently been acquired.

3.3. **Retail Companies in India**

1. **Reliance Retail Limited**

Reliance retail limited was incorporated in 2006, a part of Reliance industries. The company has been rated among the best retail companies in India. It offers complete retail solutions such as food items, lifestyle, fashion, consumer electronics products,
home decorative products etc. The company has a total of 1500 outlets in the country. Corporate office located at Mumbai, Maharashtra. Establishment – 2006. Nature of Business is Retail.

2. Pantaloons Retail Limited

It is a flagship company of Future group and one of the leading retail company in India. The company has more than 1000 outlets across the India and 35000 employees. Company’s brands include: Big Bazaar, food Bazaar Brand factory, Top 10 and Sitara. Corporate office located at Mumbai, Maharashtra. Establishment – 1997. Nature of Business is Retail.

3. Provogue India Ltd

It is a lifestyle and fashion company which was established in 1997. The company’s offering include men’s wear, women’s wear, fashion accessories, apparel and numerous other products. It has over 250 stores all across the country and rated among the top most trusted brands in India by trust research committee in year 2011. Corporate office located in Mumbai, Maharashtra. Establishment – 1997. Nature of Business is Retail and Manufacturing.

4. Shoppers Stop

Shoppers Stop is a well known name in retail industry in India and ranked among the top retail brands in India. The company is operated and managed by K Raheja Corp Group and was incorporated in year 1991. It has total 61 stores in India and offers national and international brands of apparel, fashion and lifestyle. Corporate office located at Mumbai, Maharashtra. Establishment – 1991.
5 ITC–LRBD

Retailing Business division is a premier clothing retail company in India branding through Wills Lifestyle and John players. The Company has a diversified range of business activities in FMCG, Hotels, Paper board, Packaging and Agriculture. Corporate office lactated at Kolkata, West Bengal. Establishment in 1910. Business is Retail Lifestyle.

6. Trent Ltd

It is a fully owned Tata group company which was incorporated in 1998 operates under brand name of Westside, Star Bazaar, Fashion Yatra and Landmark. The company offers Men’s & women’s footwear, cosmetics and fashion accessories from their retail store located in more than 30 cities in the country whereas Landmark store deals in book and music business. Address: Corporate office – Mumbai, Maharashtra (Establishment – 1998. Business – Retail).

7. McDonald’s

McDonald is leading global food service provider which has existence in more than 130 countries worldwide. The company started India operation in 1996 and has more than 300 food chain restaurants in the country. It is a Joint venture with two Indian companies in north & east and south & western region respectively. Address: Corporate office – Oak Brook, Illinois, U.S. (Establishment – 1940. Business – Restaurants).

8. Aditya Birla Retail

Aditya Birla retail limited is a subsidiary of Aditya Birla group established in year 2006 which owns over 500 supermarkets and 15 hypermarkets. The company is rated as top 10 retail companies in India and received prestigious Master brand Award 2012 by World Brand congress in retail brand category. Address: Corporate office – Mumbai, Maharashtra (Establishment – 2006).
9. **Titan Industries**

Titan is joint venture between Tata group and the Tamil Nadu Industries development corporation established in year 1984. Titan is dominating the Indian Watch Industry since then and become global international brand. Titan also has a great retail presence in jewellery business and its brand Tanishq is one amongst the top jewellery brand in India. **Address:** Corporate office – Bangalore, India (Establishment – 1984. Business – Jewellery and Watch retail).

10. **Kewel Kiran Clothing Limited**

Kewel Kiran is a clothing manufacturing and retail company which was established in 1971. The company’s major brands include Killer, Lawman PG3, Integriti and Killer. It has more than 100 stores in India and it is a well known name in retail industry in India. **Address:** Corporate office – Mumbai, Maharashtra (Establishment – 1971. Business Retail – Clothing).

3.4. **Profile of Leading Organized Retail Firms in India**

India is rapidly growing as one of the biggest attractive shopping destination in the World for foreign tourist. Every year, lots of new brands retail stores, shopping malls opens for shopping lovers. India is popular shopping destination for traditional shopping as well as latest / modern shopping experience. India provides unique shopping experience in the shopping mall compare to other country. Let’s have a look at these malls below.

1. **Lulu International Shopping Mall – Kochi**

Lulu International Shopping Mall is India’s largest and biggest shopping mall in terms of gross leasable area. It is located in the heart of Kochi city in Kerala state of India. It was developed by Non-Resident Indian Mr. M A Yousuf Ali who is based in the United Arab Emirates (UAE). This shopping mall was opened in 10th March, 2013.
Fast Facts

Total Retail Floor Area: 17,000,000 Square Feet.

Location/Address: Lulu International Shopping Mall Pvt. Ltd., 34/1000, NH 47, Edapally, Kochi – 682024, Kerala

Owner: EMKE Group (MD, M.A. Yousuf Ali)

Total Floors: 5 Total Multiplex: 9 Screen of PVR Cinemas Multiplex

Food: 3 Restaurants and 4500 People can take food at a time with 18 multi cuisine kitchens.

Facilities for Entertainment: Party Hall, Indoor Climbing, Rides, Amusement, 5D Cinema and Arcade Games.

Business Facilities: Foreign Exchange Counters, Banking Counters and much more.

2. Phoenix Market City – Mumbai

Phoenix Market City is situated in Mumbai. Phoenix Market City is Mumbai and Maharashtra’s largest/biggest shopping mall. Earlier, it was India’s biggest shopping mall before opening of Lulu Mall, Kochi (Kerala). This mall is also favorite destination for domestic tourist as well as International tourist.

Fast Facts:

Total Area in Square Feet: 40,50,000
Total Stores: 600 Retail Outlet/Stores
Multiplex Screen: 14 Movie Screens
Restaurants: More than 20 Restaurants
Address: Phoenix Market City, LBS Marg, Kurla Mumbai – 400015 (Maharashtra)
3.  Phoenix Market City – Pune

IT hub of Maharashtra; Pune is also growing as one of the shopping destination in India. Phoenix Market City is third largest shopping mall in India in terms of area. It has world-class facilities to entertain its visitors. It is also one of the most attractive place to be visited in Pune city for tourists.

Fast Facts: Total Area: 34,00,000 Square Feet: Address: Viman Nagar, Pune (Maharashtra).
Facilities : Food Court/Plaza, Foreign Exchange Counters, Mehandi, Cinema Multiplex Screens & much more.

4.  Phoenix Market City – Chennai (Tamil Nadu)

Chennai is emerging as tech city of India. Besides technology, Chennai is also growing as tourist spot in Tamil Nadu. Phoenix Market City is Chennai’s largest/biggest shopping mall. It is also largest mall of Tamil Nadu. It has more than 300 retail outlets/stores. It provides best facilities for food lovers with more than food.

Fast Facts

Total Retail Outlet : 300+
Boutique Hotel Rooms : 30+
Facilities : Food Court, Mehandi, Foreign Exchange Counters, Popular Brand Retails, Multi-level Car Parking, amphitheater with club facility.
Address : 2nd Floor, 142, Velachery Main Rd, Velachery, Chennai
5. **Mantri Square Mall – Bangalore (Karnataka)**

Bangalore is the silicon valley of India i.e., Information Technology hub of the World. So, every day thousands of tourist/business persons/IT professional came here for their work. They also want to do shopping with their favorite brands. Mantri Square Mall is the largest shopping mall in Bangalore city in Karnataka. It provides great shopping experience for all age people.

**Fast Facts**
- Total Area- 17,00,000 Square Feet
- Total Retail Outlets : 240+, Brands : 11,000+
- Multiplex : Inox Cinemas
  - More than 1.6 million shoppers/persons visit this mall every month.

**Address**
- No 1, Sampige Road, Malleshwaram, Bangalore, Karnataka.

6. **Z Square Shopping Mall – Kanpur (Uttar Pradesh)**

Uttar Pradesh is the largest state of India in terms of population. So, obvious there will be so much shopping lovers in the state. To satisfy them, Z Square Shopping Mall was established in the city of Kanpur in Uttar Pradesh. It is also largest shopping mall in Kanpur and Uttar Pradesh.

**Fast Facts**: Opened in: 2010: Total Area in Square Feet: 15, 00,000

**Facilities**: Food Court/Plaza, Hotels, Luxury Brands and Products, Popular Retail Outlets, Movie Screens and more. **Address**: Z Square Shopping Mall Pvt. Ltd. in M.G. Marg, Kanpur.
7. **Great India Place Shopping Mall – Noida (UP)**

Great India Place is located in the heart of Noida. It is the best entertainment destination in Noida. It has best amusement park as well as entertainment facilities. It is also fastest growing shopping mall in India in terms of visitors per month.

**Fast Facts:** Total Area Square Feet: 15,00,000 Total Movie Screens: Six Movie Screens operated by BIG Cinemas Facilities: Food Zone, Fashion and Lifestyle with International brands, Grocery, Electronics and much more. **Address:** A 2, Ashok Marg, Sector 38A, New Okhla Industrial Development Area, UP.

8. **Select Citywalk – New Delhi**

New Delhi is the political center and capital of India. Besides political activity in the city, New Delhi is also one of the best shopping destination in the country. It provides best experience for shopping lovers and addicted. Select CityWalk is biggest shopping mall in Delhi state.

**Fast Facts**

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<td>Address</td>
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86
9. **Alpha One Shopping Mall – Ahmadabad (Gujarat)**

Gujarat is fastest growing state in India in terms of business and industry. It is the home of various and largest business house in India. While Ahmadabad is the most important business center of India. Alpha One was established in the year 2011 to cater tourist and local customers with International brands. Alpha One is the largest shopping mall in Ahmadabad as well as in the Gujarat state.

**Fast Facts:**

- **Total area**: 12,00,000 Sq. Ft.
- **Opened in the year**: 2011
- **Retail Outlets**: More than 220+

**Address**: Vastrapur, Ahmadabad (Gujarat)

10. **Neptune Magnet Mall – Mumbai (Maharashtra)**

Neptune Magnet Mall is one of the largest shopping mall in Mumbai. It is one of the best attractions for tourist across the city of Mumbai. It is also widely known as family entertainment shopping mall in Mumbai.

**Fast Facts:**

- **Total Area**: 1,056,000 Sq. Ft
- **Total Stores**: 22 Stores
- **Towers**: 6 Foreign Exchange Counters, Food Court, Retail Outlets of International Brands, Metro Cash and Carry and much more.
3.5. Shopping Malls in Bangalore

Bangalore is considered as one of the best city for shopping. India's first shopping mall was built in this city. The city's cool climate makes it one of the ideal place for shopping. Well, there are many new shopping malls all over the city but are few shopping malls that are considered to be the most popular and largest shopping malls in Bangalore. The following is the list of the top shopping malls in Bangalore.

1. Orion Mall

It is one of the high street luxury shopping spreading over 850,000 sq ft and having more than 100 brands caters to everyone and every mood. The mall is Designed by New York's renowned architectural firm H.O.K, no doubt Orion is one of the best planned and well designed mall in Bangalore. The mall has wide range of shopping, food and entertainment. Many fine dining restaurants and cuisines including lake side al fresco service. For entertainment it has PVR cinemas and BluO the biggest cosmic bowling alley in with 27 lanes. Apart from this many events and live performance by different artists is carried out during festive season.

2. Phoenix City

It is the largest shopping mall located in Mahadevapura, Whitefield Road with an open courtyard area that is widely spread that you can enjoy the most beautiful aspect of the city and also feel the breezy air. It offers a wide range of shopping and you can find all top brands stores from all over the world. It has a big food court and many restaurants
offering you with wide range of Italian and Indian delicacies. It also has spacious outdoor
play area for kids. Apart from this Live Pianist shall be performing every day to entertain
you during the evening time. All in short this is the best place to spend time on weekend.
This mall is one of the best shopping mall in Bangalore.

3. **Mantri Square Malls**

   It is one of the biggest shopping malls in Bangalore situated at Sampige Road,
Malleswarm spreading over 1.3 million square fit. It is a perfect place for fun, food and
entertainment. It has more than 200 shopping brands, more than 2000 delicacies to savor
and for entertainment scary house, Inox, Planet M and many more. Apart from this it
provides many other facilities and services. But the only main concern is the parking
problem.

4. **Collection UB City Mall**

   UB city is India’s first luxury shopping destination located at Central Business
District of Bangalore on Vittal Mallya Road, UB City. Spread across 3 level it has some
of the 40 nationality and internationally best acclaimed brands, exquisite jewellery and
accessories, culinary delights and hip night spots. Whether you are looking at music
concerts, fashion shows or exclusive store launches or art events then this the right place
to visit UB City that serves as a one stop destination for all this and more.

5. **Inorbit Mall**

   Situated at Whitefield spread across 4,21,000 sq ft is an excellent walk through
experience for the customers. This is the newest mall launched on 15 august 2012. It has a
perfect mix of national and international brands, it seeks to provide a one-stop
destination for fashion, lifestyle, food and entertainment leading to an international
experience for families.
6. **Royal Meenakshi Mall**

It is South Bangalore first complete mall with a hypermarket, retail, entertainment and multiplex. For Shopping it has wide range of latest designer dress collection, accessories and many more. It has many delicacies to savor starting from Italian pizzas to Rajdhani Thali, for entertainment purpose it has cinepolis, dark house, adventure land 6D and many more fun activities. Thus making it South Bangalore's best leisure destination.

7. **Ascendas Park square mall**

Park Square is situated in the iconic ITPL Road, ITPB Whitefield developed by Ascendas, Asia's premier business space solutions provider, Park Square is truly the Space to Be. Fun, fashion, food whatever product, service and business, Park Square has space for almost everything. It has 24,000 sq ft food court with an outdoor dining terrace, for entertainment it has Q Cinemas Multiplex Theater that offers a high class services such as 3D high definition movie watching. It also has kids play area, biggest reliance stores, multi level car park and many more.

8. **New Forum Value Mall**

The new forum value mall located at Whitefield spread over 680,000 sq ft is one of the largest shopping mall in Bangalore. With over 100 different brands that too at reasonable price makes the perfect shopping for any occasion. It has food court where you get all your favourite delicacies, indoor Kidsplay area, fashionable accessories, and electronic gadgets and for entertainment 5 screen fame multiplex which includes Gold class.

9. **Bangalore Central Mall**

There are many Central malls in Bangalore but the best one that is located at Jayanagar spreading over 2,75,000 sq ft. It is large departmental store with many
retailers. It is one of the best place for shopping where you get all kind of fashionable clothes and accessories with reasonable price rates. It has food court, cinemax for entertainment and big grocery store where you can get all desired grocery items. It is the dream place for shopping lovers.

10. **Garuda Mall**

   It is situated near Brigade Road, and is one among the popular malls in Bangalore spreading out over 280,000 sq ft. It has six floors and almost 180 store for shopping and entertainment. It has all the top brands collections, for entertainment it has the multiplex cinemas inox, scary house, food court and multi-cuisine restaurants to give you fine dining experience, offering delectable cuisines.

   As far as places to eat are concerned, it is better to eat at nearby restaurants. At a prime location, has KFC, McD, Kwality Walls and PVR. Decent place to spend the evening.

3.6. **Silk and Sarees Retail Shops in Bangalore**

1. **Mysore Saree Udyog:**

   Mysore Saree Udyog is one of the World's best Silks and Sarees manufacturer, wholesaler and retailer. They are Rated amongst the Top 10 retail destination stores of the world by Vanity Fair Germany. Their products include Sarees, Suits, lehngas, Fabrics, silks, Kurtis ethnic wear. **Address:** Kamaraj Rd, Tasker Town, Halasuru, Bangalore 560001. **Timings:** 10:30 am – 9:30 pm: **Payment Method:** Cash, Debit Cards, Credit Card.
2. **Vijayalakshmi Silks and Sarees**

Vijayalakshmi has upheld its tradition of bringing you one of the most prized possessions to the Indian woman, her sarees, for over 7 decades now. Beautiful designs, elegant drapes, exquisite colors, they transform this simple 6 yards of cloth into a breathtaking masterpiece. No.393 & 394, Near Cosmopolitan Club, 11th Main Road, Jayanagar 3RD Block, Bangalore – 560011. **Address:** Blumoon Complex, Mahatma Gandhi Road, Bangalore, Karnataka. **Shopping time:** 10:00 AM to 8:00 PM. **Payment Method:** Cash, Master Card, Visa Card, Debit Cards, Credit Card, American Express.

3. **Deepam Silks International**

Deepam has come to stand for just one thing with almost four decades of silken tradition, and with a consistent endeavor to surpass, the ultimate destination for silks. With its roots in the early seventies, Deepam first forayed into the field of fashion retailing on Commercial Street. The company grew in leaps and bounds to its current stature as an expert and innovator in the field of silk. This young and innovative brand has its presence at spacious and convenient showrooms on MG Road from 1981. **Address:** No.393 & 394, Near Cosmopolitan Club, 11th Main Road, Jayanagar 3RD Block, Bangalore – 560011. **Shopping time:** 10:30 am-09:00 pm. **Payment Method:** Cash, Debit Cards, Credit Card.

4. **Nalli Silks**

Nalli, synonymous with Silk, was established in the year 1928 and has been a leader in the textile and retail business for over 80 years. An icon of South India, Nalli has become synonymous with silk or Kanchipuram Sarees. **Address:** No.19/1, Dtw Plaza, Opp To Sri Krishnaiah Chetty & Sons & Angadi Silks, 100 Feet Road, 5TH Block, 46th Cross, Jayanagar, Bangalore - 560041. **Shopping time:** 10:00 am - 09:00 pm. **Payment Methods:** Cash, Master Card, Visa Card, Debit Cards, Credit Card.
5. **Samyakk**

Samyakk is a niche boutique for all your Indian ethnic clothing requirements. They offer you a complete range of apparel ranging from traditional designs to even modern contemporary. They have wide array of men’s wear and women’s wear and you can buy dresses from our apparel online shopping web portal. Address: No.24, Opp Life Style, D Souza CLE, Richmond Road, Bangalore - 560025. **Shopping time:** 10:00am-08:30pm: **Payment Methods:** Cash Master Card, Visa Card, Debit Cards, Cheques, Credit Card.

6. **Kuberan Silks**

Situated in the Chickpet the bustling city center of Bangalore, it is unmatched in size, convenience, price and range. With extravagant creations of silken dreams, Kuberan has become synonymous with richness and Quality and purity in the name of silk. With constantly evolving ideas and creations Kuberan to their credit has a team of designers that innovates to create new streams in designing. **Payment Method:** Cash, Debit card, Credit Card.

7. **Kalamandir Pvt. Ltd.**

Kalamandir has been giving life to women’s fantasies in silk since 2005. Bringing the traditional silk and handloom sarees to the fore, Kalamandir has a stupendous collection of intricately designed embroidered and woven sarees that bring out the diva in every woman. Be it Kanjeevaram, Zari, Bhandej, Banarasi, Georgette or Chiffon Sarees, each piece here, tells a tale of marvelous skill, effort, patience and imagination. **Address:** Shop No.1402, Near Vijaya College, 14th Main Road, 32nd Cross, Jayanagar 4th Block, Bangalore – 560011. **Shopping time:** 10:30am-09:30pm: **Payment Method:** Cash Master Card, Visa Card, Debit Cards Credit Card.
8. Mysore Silk

Mysore is rich for its Royal heritage therefore the silk produced there reflects the traditional splendor through its rich yet delicate motifs. KSIC the proud inheritor of this royal legacy and has treasured it for over seven decades and has been producing 100% pure silk with pure gold zari. Their range of products include the finest of designer silk sarees, salwar Kameez, shirts, Kurta’s, Silk Dhoti and Men’s Tie. **Address:** 26, Millers Rd, Nandi Durga Road Extension, Jayamahal Bangalore 560052. **Payment Method:** Cash, Debit Cards, Credit Card.

9. Sudarshan Silk

Sudarshan Silk is the finest shopping mart based in India, which deals in exquisite line of Indian fashion clothing. They are wholesalers and retailers of ethnic array of Indian clothing for almost 70 years. It is the place where you can get the extraordinary mélange of fashion and tradition by way of superb assortment of Indian Saree, Salwar kameez and Lehenga Choli. They offer a wide genres of women’s fashion clothing, our voguish delights of designer saree, fashion saree, traditional saree, casual saree, bridal or wedding sarees is something that will add extra bits to the wardrobe of every lady. **Address:** Avenue Road Circle, 231, Chikpete Rd, Mamulpet, Chickpete, Bangalore, KA 560053. **Payment Method:** Cash Master Card, Visa Card, Debit Cards, Credit Card

10. Varsidhi

Kamaraj Rd, Halasuru Bangalore. Varsidhi is a must stop for every bride shopping for her trousseau. Here, you can find a wide selection from gossamer chiffons to sequined silks, Benarasi silk woven sarees, intricately embroidered crepe, georgette silks and more. **Payment Method:** Cash, Master Card, Debit Cards, Credit Card.
11. **Kalanjali**

Kalanjali, a tribute to Art, and a celebration of beauty. Kalanjali Arts & Crafts is a part of the Ramoji Group. Kalanjali is a journey of discovery into centuries old traditions. It's the sacred place to find the secrets of India’s most beautiful works of art like rare and exquisite pottery, unique metalware, woodcraft, paintings, textiles and more. **Address:** 762, Ranga Complex, Chickpet, Bangalore 560053. **Payment Method:** Master Card, Visa Card, Debit Cards Credit Card.

12. **Janardhana Silk House**

Janardhana Silk House is the largest treasure house of the finest silks, showcasing virtually every variety from all over the country. A Kaleidoscope of Kanjeevarams, Benaras silks, Patolas, Mysore silks, Crepes, Ethnic cottons, Exclusive Dress materials, fine and intricate Embroideries and The most Elegant Salwar suits. Janardhana Silk House stands as a Silk Store unparalleled in its rich confluence on a path of perpetual growth, in its 6 decades experience in fashion solutions. Designs that beautifully manifest the richness of Indian tradition balanced with contemporary style. **Address:** Bangalore - Mysore Rd Bangalore. **Payment Method:** Cash.