



N. L. Dalmia[®]
**Institute of Management
Studies and Research**
(A School of Excellence of N. L. Dalmia Educational Society)

N. L. DALMIA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Topic: Industrial Visit to Shoppers Stop – Retail Concepts in Practice

**Speakers: Aniyam Nair - Former Head of Best Practices, Strategy and
new Initiatives, Pradeep Sarkar - AVP – HR,
Apoorva Vadhar - Regional Head (West),
Oswald Dias - Store Manager (Malad)**

Date: 23 September 2025

Venue: Shoppers Stop, Inorbit Mall, Malad



Introduction

The Department of Marketing at N. L. Dalmia Institute of Management Studies and Research organized an enriching **Industrial visit to Shoppers Stop at Inorbit Mall, Malad**, as part of the Retail Management course curriculum. The visit was led by the store manager and retail staff, who provided practical exposure to various retailing concepts, strategies, and store management practices.

The visit was accompanied and guided by our esteemed faculty members: **Dr. Baisakhi Mitra** (Head – Marketing), **Prof Dr Mangesh Kasbekar** and **Prof Sham Kamat**. Their support ensured that the session was highly insightful and linked classroom learnings with real-world retail scenarios.

Objectives of the Visit

The industrial visit aimed to bridge theoretical concepts with practical applications in the retail sector, with the following objectives:

- To understand retail store layout strategies and customer experience management.
- To analyse merchandising techniques and category placements across store sections.
- To gain insights into tenant mix, mall zoning, and strategic positioning of brands.
- To learn about private label strategies and sustainability practices in retail.
- To observe how retailers balance customer demand, supply chain, and brand visibility.

Key Insights from the Visit

During the guided tour, the Shoppers Stop store, sir highlighted multiple aspects of retail operations:

- **Customer-Centric Approach:** Staff are trained to approach customers in a subtle yet engaging manner, enhancing customer experience.
- **Store Layout & Modernity Index:** The store layout is designed considering modernity index and customer flow, ensuring smooth navigation.
- **Product Placement:** Women's wear occupies the ground and second floors, as women are the primary shopping drivers, while men's wear is placed on the first floor.
- **New Innovations:** Features like the *Photo Booth* were introduced to engage customers and make shopping interactive.
- **Private Label Strategy:** Currently 15% of offerings come from private labels, with an aim to increase this to 25% for better margins and customer loyalty.
- **Sustainability:** A dedicated section for sustainable clothing reflects the growing trend of conscious consumerism.
- **Staff Rotation:** Employee rotation every 6–8 months ensures better adaptability and exposure across departments.

At the mall level:

- **Tenant Mix & Zoning:** Ground floor brands pay higher rentals for visibility, while premium brands (e.g., Bobbi Brown, MAC, Guess) attract footfall and negotiate strong terms due to their brand pull.
- **Right Mall Strategy:** Choosing the right mall is critical for retailers, as seen with new tenants like Uniqlo and Zara positioning Inorbit as a prime apparel hub.
- **Food & Entertainment Mix:** The third floor dedicated to eateries complements shopping with leisure, driving longer customer stay time.



Learning from the Visit

The session helped students connect retail management theories with practice:

- Store design and customer psychology drive sales.
- Tenant mix and zoning are critical success factors for malls.
- Demand–supply dynamics dictate brand positioning and rental negotiations.
- Sustainability and innovation (e.g., photobooths) are becoming key differentiators.
- Private label growth is a strategic move for profitability.

Interactive Q&A Highlights

Students actively engaged with the store, asking questions on:

- How customer experience is measured and improved.
- The role of staff rotation in improving service quality.
- The balance between premium international brands and private labels in driving profitability.



Conclusion:

The industrial visit to Shoppers Stop, Inorbit Mall, was an invaluable learning experience that gave students first-hand exposure to the functioning of a modern retail store and mall ecosystem. It reinforced classroom concepts of retail management through practical demonstrations of layout design, merchandising, customer engagement, and mall strategy. The visit deepened students' understanding of the evolving retail landscape in India and prepared them to apply these insights in their future careers.

We extend our heartfelt gratitude to the management and staff of **Shoppers Stop, Inorbit Mall, Malad**, for providing us with valuable insights into the practical world of retailing. Special thanks to our faculty members for organizing and guiding us throughout the visit, making the session highly engaging and fruitful.

