CATEGORY 09:

IMAGES MOST ADMIRED SHOPPING CENTRE LAUNCH OF THE YEAR – EAST

ELIGIBILITY: The Shopping Centre launched during the period 1st April 2017 to 31st March 2018 in states / U.T.’s of Andaman & Nicobar, Arunanchal Pradesh, Assam, Bihar, Chhattisgarh, Jharkhand, Manipur, Meghalaya, Mizoram, Nagaland, Orissa, Sikkim, Tripura and West Bengal that drew significant media and consumer attention

ASSESSMENT PERIOD: 1st April 2017 – 31st March 2018

CONTACT DETAILS & GENERAL INFORMATION:

|  |  |
| --- | --- |
| Name of Developer: |  |
| Name of nominated Shopping Centre: |  |
| Shopping Centre Address: |  |
|  |  |
| Company Name & Office Address: |  |
|  |  |
|  |  |
| Contact Person: |  |
| Designation: |  |
| Landline Phone Number |  |
| Mobile Phone Number |  |
| eMail ID: |  |
|  |  |
| Alternate Contact Person Name: |  |
| Designation: |  |
| Mobile Number: |  |
| eMail ID: |  |
|  |  |
| Date Of Launch: |  |
| Land Area (Specify Sq M / Sq Yd / Acre): |  |
| Total Built Up Area: |  |
| Gross Leasable Area: |  |

ASSESSMENT INFORMATION:

|  |  |
| --- | --- |
|  | |
| 1) Advertising Agency Name: |  |
|  |  |
| 2) Other Marketing / Event Agency |  |
|  |  |
| 3) P R Agency |  |
|  |  |
| 4) Digital / Social Media Budget (Rs Lakhs) |  |
| * Please attach detailed Launch Digital / Social Media Marketing Plan | |
| * Please attach copies / scans of Digital / Social Media ads / Mailers etc | |
|  |  |
| 5) Advertising Budget (Rs Lakhs) |  |
| * Please attach detailed Launch Media Advertising Plan | |
| * Please attach soft copies / scans of media advertisements | |
|  |  |
| 6) Please attach details of special launch events including photo’s | |
|  |  |
| 7) Footfall on dates of launch: |  |
| * Are above footfall figures certified by any external agency? Yes: No: | |
| * If Yes, Name of the Agency: | |
|  |  |
| 8) Percentage of Leasable space that was operational on the date of the launch: | |

PLEASE WRITE A NOTE DESCRIBING HOW YOUR SHOPPING CENTRE HAS EXCELLED IN EACH OF THE FOLLOWING 7 AREAS

(Note: these will form an important part of the jury decision):

1) Zoning in the Shopping Centre

2) Customer Service

3) Tenant Relations

4) Marketing / Consumer Promotions in the Shopping Centre - independently and/ or jointly - with tenants and result of that.

5) Outstanding/ unique initiatives taken to make the mall a happening place and result of that.

6) Corporate Social Responsibility (CSR) & Conservation of Environment and Public Resources.

7) Any other special feature or achievement during or after the launch.

If shortlisted as a finalist the person who will represent the company at the ISC Award ceremony is (Please specify name & designation):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

………………………………………

Signed by CEO / Director / Owner

Name:

Designation:

**TERMS & CONDITIONS:**

1. Award categories and titles are subject to change without notice.
2. Submitting an entry form does not guarantee nomination. Nominees will be shortlisted on the basis of Performance data as supplied in the entry form.
3. The final evaluation will be done by a ISCA grand jury which comprises of the most respected industry experts, analysts and observers.
4. The Jury members evaluate only on information contained in the entry form and not on any other information / perception / judgment, hence please fill in the form carefully
5. Any attempt to canvass for selection could lead to disqualification. Nominees must not contact Jury members or organizers in this regard
6. All information in the entry form is mandatory. If any information is not provided, it will directly impact the overall ranking and rating by the Jury.
7. All nominees specifically agree that by participating in these awards, they are confirming that they will use:

A: The authorized and complete description of the award as mentioned on the first page in any public communication related to these awards.

B: Specific template of ISCA logo, ribbon & trophy provided by IMAGES Group.

1. Entries with factually incorrect or misleading information may be deemed invalid.
2. All nominees specifically confirm that the information they submit is accurate and true, and that it may be used for internal research & Industry insights unless otherwise specified.
3. Every entry form must be attested by a person at the level of Director / CEO / Proprietor
4. Jury and the organizers have the right to decide on the final categories to be awarded, renaming the titles, clubbing the categories and moving nominations to a category other than the category originally filed in – wherever required.
5. Minimum 3 valid nominations are required per category, else the award may be withheld and same will be communicated to participant.

**OTHER REQUIREMENTS:**

Please send a Brand / organization logo along with high resolution award category specific pictures of Shopping Centre/s. It can be sent by email to [awards@irisretail.com](mailto:awards@irisretail.com) or through www. wetransfer.com.

**FORM SUBMISSION:**

Please provide complete information and submit the form by FRIDAY 23RD MARCH 2018 to:

Ritesh Pandey. Mobile: +91-9810613585

E-mail: [awards@irisretail.com](mailto:awards@irisretail.com) /[ritesh@irisretail.com](mailto:ritesh@irisretail.com)

Website: [www.indiashoppingcentreforum.com](http://www.indiashoppingcentreforum.com/)

**Thank you**