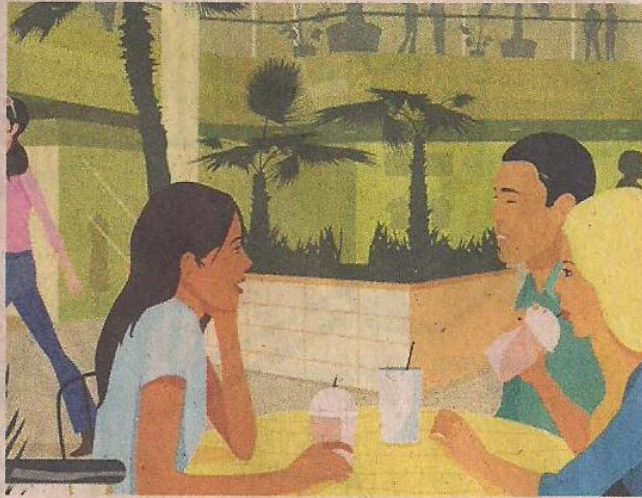


Faridabad Malls Need Food Courts



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ALTHOUGH Faridabad malls are catching up pace with NCR malls, it still lacks in serving better options of cuisines to its customers. Out of the seven malls in Faridabad, only three have full-fledged food courts and obviously doing considerable business. According to industry experts, unavailability of food courts in malls acutely affects the entire business of malls, as it is a great source of revenue for them.

“Largely, food courts bring good business to malls and their absence causes major loss to entire business,” said Ajay Johri, assistant VP, marketing, SRS Ltd. He further added, “In any mall, 25-30 percent of visitors end up dining at food courts. For instance, in case of SRS, the footfall is 600-800 customers on weekdays and 1,200 on weekends.” According to Ashutosh Garg, manager of food court at Crown Interiorz Mall, “Food courts are responsible for 35-40 percent increase in footfalls every day. Apart from SRS and Crown Interiorz Mall, others have some small eateries, however, when people look for options in cuisines at the same place they are shopping the need for a food court pinches.”

BUSINESS SCENARIO-MALL ROAD

Those who have a food court are doing good business. “SRS 7dayz food court, the first food court in the city that started in October, 2004, has achieved a growth rate of 22-25 percent over the last few years and clocked a revenue of ₹21 crores in the financial year 2011-12,” assured Johri.