

BEYOND SQUAREFEET ADVISORY PVT. LTD

Redefining mall management

Susil S. Dungarwal has been instrumental in educating the mall developers about the gaps in the mall sector, and in setting up business to revolutionise the way malls will be managed.

With over 25 years of experience in the Retail - Realty sector, Susil Dungarwal has earned his reputation as one of India's best retailing and marketing minds through successful stints with top retailers and mall developers in India. He has worked in various retail formats such as department stores, supermarkets, discount stores, lifestyle stores, specialty stores, specialty malls, generic malls, luxury malls, etc. and has conceived many of them.

Currently, Dungarwal heads his entrepreneurial venture as 'Chief Mall Mechanic' of India's First Mall Advisory Company, Beyond Squarefeet Advisory Pvt. Ltd. Dungarwal has conceived and popularised the science of designing and planning malls, which he refers to as 'Mall Mechanics'. He has been instrumental in educating the mall developers about the gaps in the mall sector, and in setting up this business to revolutionise the way malls will be managed.

Susil S. Dungarwal, Chief Mall Mechanic, Beyond Squarefeet Advisory Pvt. Ltd

Susil S. Dungarwal also headed the Retail (Mall Business) for 'Prestige Group' which launched successful malls such as The Forum, EVA, UB City, Forum Value Mall, etc. under its

umbrella. He was the CEO of 'Ishanya', India's first design centre and specialty mall for interiors and exteriors. He was also the Head of Retail for EmaarMGF, spearheading the mall business across India.

Dungarwal has adapted his detailed experience and study of the retail industry in literary format, and has authored *Retail 2000-2001* and *Retail 2002-2003* with the backing of the *Economic Times*. These are the first officially documented books on Retail in India. He believes in sharing his experiences and knowledge gained, and hence, spends his spare time as visiting faculty at various institutes like IIMs', NITIE-Mumbai, IIT-Powai, Symbiosis Institute of Business, and JBIMS, among many others. He also writes for various retail newspapers/magazines.

A pioneer in this sector, Dungarwal has set the parameters for excellent performance for mall management and visualises a retail world, where malls will soon be the destination of the future.



ACHIEVEMENTS

Some brand names successfully conceived, implemented and operated

- Saint Mark ■ Big Kids Kemp
- Shoppers Stop ■ Haiko Supermarket
- The LOFT ■ Culture Shop
- The Loot, etc.