

# Neptune Group appoints Susil Dungarwal as CEO of Neptune Magnet Mall

*By Staff Correspondent*



Neptune Group, the developers of a 1.5 million sq.ft. Mall (BUA), in the central suburbs of Mumbai have appointed Susil Dungarwal, as the CEO of Neptune Magnet Mall. The mall is gearing up for a launch early in 2012 and has its operations' team in place.

Neptune Magnet Mall is partially operational with EASYDAY and METRO Cash & Carry currently trading; and over 60% of the Mall already under fit-outs. The Mall, as of today, is 80% leased and already drawing a footfall of about 12,000 per day on an average, with just two retailers.

Speaking about the Christmas Carnival - The Heart of Christmas, Rev Dr Cecil Clements, Pastor, The Church at Powai, said, "For the past few years we've celebrated a joyous Christmas with the residents of Powai and nearby areas through this event that caters to every age group. This year too, through all the music, the fun and the festivities we will share the real joyous meaning of

Christmas--the very Heart of Christmas itself—with our community."

At Neptune Magnet Mall, shoppers will see 70,000 sq. ft of entertainment zone and more than 30 kitchens in the two level food court, both integrated to enhance the customer experience. Neptune Magnet Mall will also house about 280 stores, from regional, national & international retail players. The mall has a frontage of about 1,000 ft on the main road, which is a spectacle in itself. The key differentiator for this mall will be the scientific tenant mix & zoning, focused on the key catchment area. The CSR activity of the mall shall also be an added area of emphasis.

Speaking on the occasion, Susil Dungarwal, says, "Our focus would be on creating a community centre, with emphasis on "Moments of Magic" for the customer. It would be our endeavour to make this a happening mall & spread the joy to its customers. We would want our mall to be the first option when a customer steps out to shop. Our existing relationship with all the retailers & the mall developer would play a key advantage in the success of the Mall"

*Susil Dungarwal, however, will also continue with his entrepreneurial role at Beyond Squarefeet. Susil is a resident of Jalvayu Vihar in Powai and was instrumental in setting up and running Haiko Supermarket, The Loft and Suriti in the initial years for the Hiranandani Group.*