

**PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**FIELD TRIP TO DLF PROMENADE, VASANT KUNJ, DELHI**

**14<sup>th</sup> September 2024**

A field trip to DLF Promenade, Vasant Kunj, Delhi, was arranged for second-year MBA students on September 14, 2024. A group of 52 students, accompanied by 3 faculty members, had the chance to explore and gain insights into the daily operations of retail and mall management. The students were warmly received and hosted by Mr. Chirag Desai, Operations Head of DLF Promenade, along with his team.

The team led the students on a comprehensive tour of the mall, starting with the generator and electricity supply area, followed by a visit to the designated EV parking and charging facility with 35 available slots. They also demonstrated the advanced ticketing and billing system in the parking lot. The students were then guided to the first floor to view the in-mall promotional setup organized by the mall authorities, and later, they observed the projection room of the PVR. The tour concluded at the food court, where students were given some time to relax.

The main objective of the visit was to provide students with an understanding of:

- Role of store layouts and visual merchandising for optimizing product placement.
- Retail strategies and their impact on brand loyalty and sales.
- Impact of customer service on experience and retention.
- Significance of advertisement placement, brand segmentation and innovative ticketing and billing.

Later, the students were divided into groups and given various tasks to complete during their visit.

**Glimpse of the visit**



