A Disruptive Innovation By An Indian Company

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New Delhi , Indian consumers today are moving with pace towards an omnichannel way of life. The digital transformation has inculcated convenience to the experience of shopping and has battled infrastructural difficulties in a developing country like India. With the number of Smart Phone users increasing, and the customer experience being at the forefront of online shopping portals, digital shopping is the trend ahead. A data shows that Indians buy online primarily because of convenience (65%), followed by price (31%). Innovations for making this experience more realistic, convenient and exciting are on the go. Novel concept, Digital Mall of Asia is an amalgamation of the digital world and real estate. It brings the best of the offline and online world and gives the consumers an experience of virtual reality. Where there are going to be 125 million new shoppers online, and where the key driver of purchase is going to be the convenience, Digital malls are the way forward. Online mall will give exclusive retail shops, hypermarket, food court, financial services, education, Digiplex and nightclub to party anytime anywhere (pay an x amount and enjoy the music of your favourite nightclub). The consumers will feel as if they are inside an actual mall just that with more perks. Having garnered tremendous interest and has received an overwhelming response from investors, Rishabh Mehra Managing Director - Yokeasia Malls Pvt Ltd is looking at even more opportunities to expand his horizon. Beginning with the inauguration in Indian cities, such as, New Delhi, Noida, Gurugram, Ghaziabad, Faridabad, Mumbai, Bengaluru, Hyderabad, Chennai, Coimbatore, Ahmedabad, Lucknow, Bhubaneswar, Mysore, Mangalore, Pune, Chandigarh, Dehradun, Jaipur & Ludhiana, DMA will soon make its presence felt in countries like India, China, Japan, South Korea, Singapore, Malaysia, Thailand and Indonesia.

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