

PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

INDUSTRY VISIT TO DLF PROMENADE, VASANT KUNJ, NEW DELHI

Date: 6th December 2025

The Department of Management Studies organized an educational and highly insightful industrial visit to DLF Promenade, Vasant Kunj, New Delhi for 45 MBA students, accompanied by faculty members Dr. Ankur Sabharwal and Ms. Manju. The objective was to provide students with real-time exposure to retail operations, marketing strategy execution, customer experience management, and sustainability practices.

➤ **Warm Welcome & Introduction:**

Students were warmly received by Mr. Sanjay Rawat (Operations Head, DLF Promenade) and his team. He initiated the session with an overview of the mall's operational workflow and the unique structural design of DLF Promenade.

Ms. Sanchita Sharma (Assistant Marketing Manager, DLF Promenade) shared practical insights on brand placement, customer journey planning, and digital marketing initiatives, giving students a real-world view of how retail marketing operates inside the mall.

➤ **Structured Zoning & Operations:**

Mr. Rawat explained how the entire mall is divided into strategic zones such as Block 1, Block 2, Block 3, and further units, which facilitates:

- Smooth coordination between departments
- Efficient emergency response
- Effective customer movement flow

Students understood how zoning helps major brands such as Zara, Sephora, Marks & Spencer, Nike, Puma, and Starbucks align their customer strategies according to footfall patterns.

➤ **Sustainability, EV Infrastructure & Waste Management:**

A detailed session was conducted on the mall's sustainability initiatives:

- **EV Charging Zone:** Students explored the fully functional EV charging bay, where officials explained how 35+ charging points support green mobility and reflect DLF's long-term sustainability commitment.
- **Organic Waste Composting:** Students observed how all biodegradable waste from the food court is processed and converted into compost, reducing landfill impact and promoting eco-friendly mall operations.

➤ **Marketing & Customer Experience Insights:**

The Marketing Manager shared rich insights into:

- Customer journey mapping from entry to exit
- Brand placement strategies to maximize visibility
- In-mall promotions, seasonal campaigns & influencer tie-ups
- Digital screens, QR-based feedback systems & automated customer service
- Store positioning to improve customer engagement

Examples were provided from top brands - How Zara's product arrangement, Starbucks' entry positioning, and Sephora's visual merchandising boost conversions.

Conclusion:

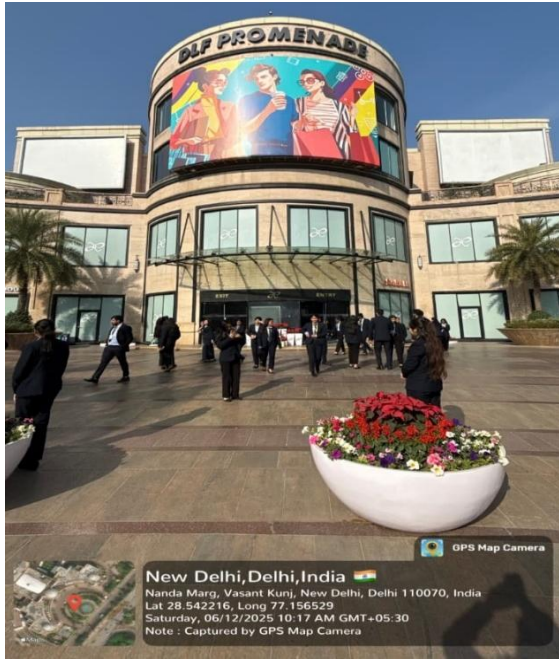
The visit to DLF Promenade gave students direct exposure to how retail marketing works in real-life settings. Students observed how brands use store layout, visual merchandising, promotions, and customer experience design to influence buying behavior. They also learned how the mall's zoning system supports better customer flow and brand positioning.

Officials explained key strategies such as brand placement, digital advertising, customer journey mapping, and sustainability practices, which helped students connect classroom concepts with actual retail operations. The visit strengthened understanding of subjects like Retail Marketing, Marketing Management, Consumer Behaviour, and Service Marketing, making it highly relevant for MBA students aiming for careers in retail and marketing.

The department expresses sincere gratitude to Prof.(Dr.) Akhilesh Kumar Mishra for his constant guidance and support, which played a key role in organizing this industrial visit.

Glimpse Of the Visit:









➤ **Feedback from Student Coordinators:**



Kajol (241798): As the student coordinator, the entire journey, from taking initial permission at the front desk to finally coordinating with the Operations Head. It was a completely different and truly valuable experience. Managing communication, approvals, and on-ground arrangements taught me professionalism, patience, and confidence. Seeing the visit come together successfully made all the efforts worthwhile. It was a wonderful visit! I really learned a lot about the different aspects of marketing, and the way everything was explained by officials was truly tremendous.



Aashish (241855): My experience during the visit was truly excellent. I got the opportunity to learn about various aspects such as CSR activities, revenue model, and operations. Mr. Sanjay explained everything in a very clear and beautiful manner, which made the session memorable and easy to understand. The way learning was connected from the front desk to top management gave me practical exposure to real corporate working. Overall, the visit was full of learning as well as fun, and it is an experience I will always remember.

➤ **Feedback from Students:**

Riya 2nd year (241745): This Industrial visit to DLF Mall helped me understand how theoretical retail principles translate into real store operations. From layout design to merchandise arrangement and the effective use of signage, every element clearly reflected well-planned retail strategies. Observing how retailers optimize space, manage customer flow.

Kulwant 2nd year (241718): My visit to DLF Mall was enjoyable due to its clean, spacious environment, good brand variety, and polite staff. Overall, it was a pleasant experience and a place I would gladly visit again.

Sushma 1st year (251856): My visit to DLF Mall was pleasant. It was clean, well-managed, with good stores and helpful staff. Overall, a nice experience.

Shailly 2nd year (241790): The DLF Promenade visit was a great learning experience, giving practical insight into retail concepts and customer engagement. Thanks to our faculty for organizing it.

Sushant 2nd year (241856): The visit to DLF Mall was a pleasant and positive experience. The mall was clean, well-organized, and offered a good variety of brands. Staff behavior was professional, and overall service quality was good. I would recommend the mall as a well-managed retail destination.

Aashishpal 2nd year (241747): This was one of the best Visits. In this visit, I actually observed the safety concerns of the mall and the footfall of premium customers. One of the most important factors I noticed was the discipline and the peaceful environment inside the mall. Yes, we truly want more visits like this because they provide us with real, practical exposure to life and to working with people.

Kashish 2nd year (241770): My recent visit to DLF Mall was truly enjoyable, memorable. With a wide range of brands available, I had plenty of options to explore. The staff were polite and attentive, which added to the positive experience. Overall, it was a pleasant visit, and I am very thankful to our sir and teachers for organising the wonderful visit.

Shikha 2nd year (241710): Absolutely loved our industrial visit to DLF Mall. Learned so much about marketing in a single, successful location. A very positive and valuable learning experience.

Students List:

Attendance For Industrial Visit						
S.No.	Name	Roll No.	(7:00 AM) Morning		(3:30 P.M) Evening	
			Signature	Signature	Signature	Signature
1	Khushbu	241837	Khushbu	Khushbu	Khushbu	Khushbu
2	Riya	241745	Riya	Riya	Riya	Riya
3	Sushant Rathi	241856	Sushant	Sushant	Sushant	Sushant
4	Vishesh	241786	Vishesh	Vishesh	Vishesh	Vishesh
5	Charu	241777	Charu	Charu	Charu	Charu
6	Teesha Bareja	241740	Teesha	Teesha	Teesha	Teesha
7	Abhimanyu	241730	Abhimanyu	Abhimanyu	Abhimanyu	Abhimanyu
8	Shailiy	241790	Shailiy	Shailiy	Shailiy	Shailiy
9	Anan	241824	Anan	Anan	Anan	Anan
10	Anushka	241736	Anushka	Anushka	Anushka	Anushka
11	Khushi	241809	Khushi	Khushi	Khushi	Khushi
12	Ashishpal	241747	Ashishpal	Ashishpal	Ashishpal	Ashishpal
13	Nitika	241794	Nitika	Nitika	Nitika	Nitika
14	Khushboo	241828	Khushboo	Khushboo	Khushboo	Khushboo
15	Kulwant	241718	Kulwant	Kulwant	Kulwant	Kulwant
16	Shikha	241710	Shikha	Shikha	Shikha	Shikha
17	Priya	241760	Priya	Priya	Priya	Priya
18	Shivam Dahiya	241827	Shivam	Shivam	Shivam	Shivam
19	Pooja	241835	Pooja	Pooja	Pooja	Pooja
20	Su nan	241836	Su nan	Su nan	Su nan	Su nan
21	Lakshita	241839	Lakshita	Lakshita	Lakshita	Lakshita
22	Happy	241832	Happy	Happy	Happy	Happy
23	Aashish	241855	Aashish	Aashish	Aashish	Aashish
24	Kajol	241798	Kajol	Kajol	Kajol	Kajol
25	Madhav	241806	Madhav	Madhav	Madhav	Madhav
26	lakshya	241811	lakshya	lakshya	lakshya	lakshya
27	Nikita	241789	Nikita	Nikita	Nikita	Nikita
28	Diksha	241810	Diksha	Diksha	Diksha	Diksha
29	kashish	241770	kashish	kashish	kashish	kashish
30	sachin	241727	sachin	sachin	sachin	sachin
31	Khushi Jain	241709	Khushi Jain	Khushi Jain	Khushi Jain	Khushi Jain
1st Year Students						
1	Vishnu	251816	Vishnu	Vishnu	Vishnu	Vishnu
2	Manik	251814	Manik	Manik	Manik	Manik
3	Akshita	251832	Akshita	Akshita	Akshita	Akshita
4	Kanika	251834	Kanika	Kanika	Kanika	Kanika
5	Vanshika	251889	Vanshika	Vanshika	Vanshika	Vanshika
6	Shivam	251886	Shivam	Shivam	Shivam	Shivam
7	Himanshu	251836	Himanshu	Himanshu	Himanshu	Himanshu
8	Harsh Sharma	251845	Harsh	Harsh	Harsh	Harsh
9	Shubham	251824	Shubham	Shubham	Shubham	Shubham
10	Jatin	251874	Jatin	Jatin	Jatin	Jatin
11	Uday	251882	Uday	Uday	Uday	Uday
12	Gopal	251847	Gopal	Gopal	Gopal	Gopal
13	Khushi	251851	Khushi	Khushi	Khushi	Khushi
14	Sushma	251856	Sushma	Sushma	Sushma	Sushma
15	Riya	251871	Riya	Riya	Riya	Riya

Official Notice: Industrial Visit to DLF promenade, approved and signed by the Head of Department, ensuring a well- Organised and insightful experience for students



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Approved by AICTE & Affiliated to Kurukshetra University, Kurukshetra
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NBA Accredited

DEPARTMENT OF MANAGEMENT STUDIES (DMS)

Ref. No.: PIET/DMS/2025/2816

Dated: 05.12.2025

Subject: Industrial Visit to DLF Promenade Mall, Delhi

All Marketing Specialization Students are hereby informed that an Industrial Visit has been scheduled to DLF Promenade Mall, Delhi as part of their practical learning exposure. The details are as follows:

📍 **Venue:** DLF Promenade Mall, Vasant Kunj, New Delhi

📅 **Date:** December 6, 2025

🕒 **Departure from PIET Campus:** 7:00 AM

🕒 **Interactive Session at DLF Promenade:** 11:00 AM

DLF officials will explain store operations, mall management, customer engagement, and brand experience.

🕒 **Departure from Delhi:** 3:00 PM

🕒 **Return to PIET:** 8:00PM (Depending on session end, lunch break and traffic, arrival may be delayed)

Key Benefits of the Visit:

This industrial visit will provide students with valuable practical exposure to key retail marketing strategies. It will help them understand how store layout and visual merchandising influence buying behaviour, along with techniques used for customer experience and engagement. Students will also gain insights into retail operations, mall management practices, and the brand positioning strategies adopted by premium stores. Additionally, the visit will offer a hands-on understanding of retail analytics and footfall management. Overall, the experience is designed to bridge the gap between theoretical knowledge and real-world applications in the field of retail marketing.

● **Dress Code:** Proper college uniform with formal shoes is mandatory.

● **Students must carry their college ID cards.**

Student Coordinators

Mr. Aashish & Ms. Kajol, Student Outreach Coordinators, DMS

Faculty Coordinators

Ms. Manju Bala, Assistant Professor, DMS

Dr. Ankur Sabharwal, Associate Professor & Marketing Domain Head

Prof. Akhilesh Kumar Mishra
(Head, DMS)