SHOPPING-CENTRE STRATEGY

EV charging can win the shopping-centre trip

How reliable destination charging converts range anxiety into parking, dining, shopping, and repeat visits.

Read the full Spider EV analysis on increasing footfall



Made with GAMMA

THE TRIP DECISION

Charging changes which destination gets chosen

- EV households add a new filter: can I park, add range, and spend time here in one stop?
- A working charger turns an otherwise ordinary visit into a planned destination.
- Make the mall the place that solves parking and energy together.

The footfall case starts with the trip decision. Avoid the second stop at a highway charger.



Made with GAMMA

DWELL TIME AS VALUE

Destination charging monetises dwell time

The larger prize is incremental time and spend, not only the electricity margin.

1–3 h

Average mall visit

AC destination charging fits the average 1–3 hour mall visit.

7–11 kW

AC for dwell

Suited to shoppers, cinema-goers, and diners.

50–180 kW

DC for urgency

Serves shorter, higher-urgency stops.

Match charger speed to visit length.

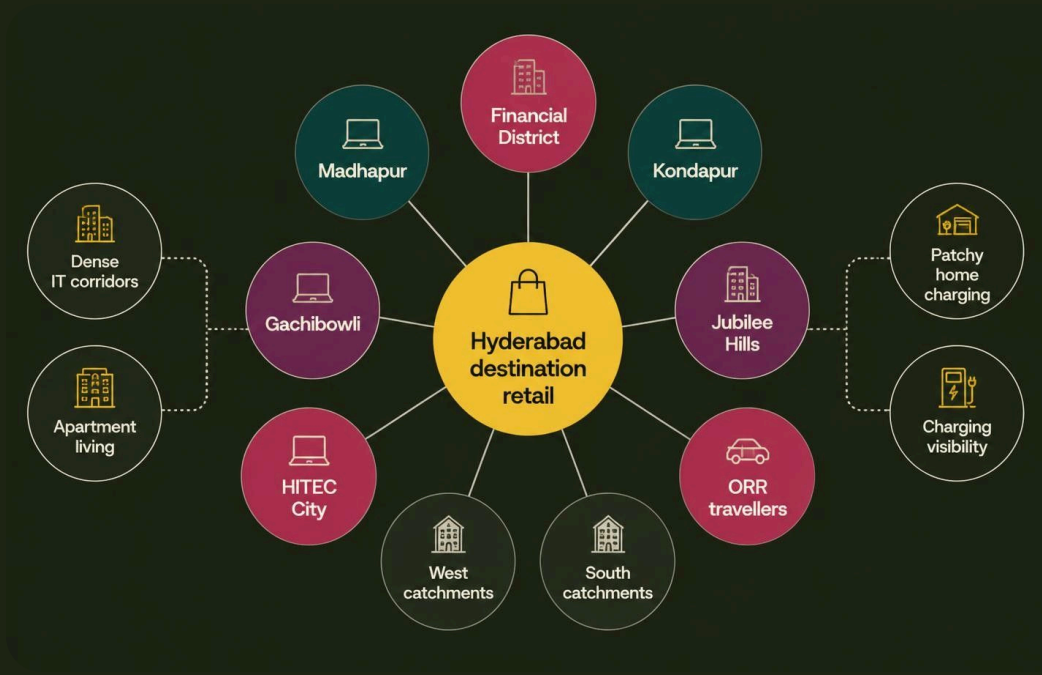
Made with GAMMA

Hyderabad has the ingredients for early advantage

Dense IT corridors, apartment living, patchy home charging, and destination retail create a strong use case. Charging visibility can intercept both local households and ORR travellers.

Prioritise Financial District, Madhapur, Kondapur, Gachibowli, Jubilee Hills, HITEC City, and west and south catchments.

See the Hyderabad charging landscape



Made with GAMMA



The market is already teaching drivers to combine charging with retail

- Retail and hospitality sites are becoming visible charging destinations, not just utility stops.
- Food, cinema, cafés, and shopping give drivers a reason to stay while energy is added.
- Shopping centres can keep that spend within their own four walls.

Explore the in-mall destination-charging example.

Made with GAMMA

Make the offer paid, useful, and easy to understand

Paid by default

Most public mall charging is paid through an operator app; free sessions work best as controlled promotions.

Useful incentives

Use time-capped AC offers, bill validation, loyalty points, or tenant and staff tariffs.

Indicative Hyderabad public tariffs

₹8–14/kWh for AC; **₹15–22/kWh** for DC, excluding parking.

Check how operator, location, and time affect rates

Made with GAMMA

DESIGN THE WHOLE VISIT

Build the amenity around the shopper journey

1. Place bays close to food and main mall doors, with clear wayfinding from entry ramps.
2. Start with a reliable AC base plus at least one dual-gun DC unit where shorter visits matter.
3. Pair uptime monitoring, idle fees, app alerts, and visible enforcement with a simple start-to-walk-inside experience.

See the infrastructure trend behind the amenity.



THE DECISION BEFORE PROCUREMENT

Choose the operating model before procurement

Mall-owned

More control, more capex.

Operator-funded

Faster deployment with revenue share and network discovery.

Hybrid

The mall funds civil and power; the operator funds chargers and the app.

Decision criteria: uptime SLA, spare-parts response, app ratings, and network density.

State and national support can reduce upstream infrastructure barriers, but eligibility and terms must be checked at application time. **Review the policy context for Telangana and PM E-Drive.**

Made with GAMMA

A PRACTICAL MIX

Use AC for habit, DC for visibility and throughput

Design choice	Typical mall fit	Session length	Footfall logic
AC 7–11 kW	Weekend shoppers, cinema, dining	45–180 minutes	Matches existing dwell
DC 50–60 kW	Mixed stay, higher turnover	25–50 minutes	Pulls meaningful top-up trips
DC 120–180 kW	Catchment plus passing traffic	20–40 minutes	Destination plus urgent power

Understand why malls qualify as high-traffic commercial sites.

Made with GAMMA



THE OPERATING SCORECARD

Measure trips and tenant value, not charger count

Track sessions, unique drivers, uptime, idle time, dwell, repeat visits, and tenant sales near the charging cluster.

Compare charger users with general parkers; vendor claims such as “50 extra minutes” are directional until the mall measures its own baseline.

Review the mix quarterly; expand only when the experience is reliable.

Use the Spider EV footfall framework as the starting point

Made with GAMMA