



BEST PRACTICES IN ENTERTAINMENT INDUSTRY: A CASE OF ABIRAMI MALL

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ABOUT THE ENTREPRENEUR

Abirami Ramanthan was born on 26.08.1947. Did Mechanical Engineering & M.H.M.S. (Master of Homeopathy Medical Science). His hobbies are photography, Reading, Music, Computer and travelling, widely to many countries like U.S.A, U.K., China, Republic of China, Middle East, Australia, Japan, Hong Kong, Malaysia, Singapore, Thailand, Nepal, Sri Lanka and others. He started his career as the works Manager and then became the Executive Director of Abirami Cotton Mills in Andhra Pradesh. He is a very innovative entrepreneur and stands first in introducing new businesses and getting early bird benefits.

INNOVATIONS IN BUSINESS

1. Abirami Mega Mall is the one and only destination in Chennai that combines world-class shopping with spectacular entertainment and the choicest of food courts including unique, roof top Open-terrace Car Parking.
2. Abirami Mega Mall offers continuous in-center promotions, ensuring a top recall value in the minds of consumer. These promotions would be in the form of daily and weekly contests. Like Fun Activities, Spot Games, Inter School Drawing Competition, College meets, best message on the graffiti wall etc. which would ensure increase in sales and also divert regular traffic from the Mall to Outlet.
3. Created Abirami Kids World with all games and entertainment for children at Abirami Mega Mall.
4. Introduced for the first time in Tamil Nadu Novel amusement area of “KISSING CARS” at Abirami Mega Mall
5. Introduced Teen’s World at Abirami Mega Mall which is now the center of attraction of teen agers of Chennai.
6. The latest is India’s First Futuristic Theatre – Robot Bala Abirami with unique spaceship theme.
7. Instituted Awards for small budget Tamil films for the first time in India.
8. DTS (Digital Theatre Sound) System in India
9. Computer Ticketing in India
10. Dial-A-Ticket for home delivery of tickets for his theatres .
11. E-ticketing where any movie goers can print his own ticket
12. Dolby Stereo System in a Tamil Language theatre
13. Digital projection in South India,
14. First to create a Snow Cave in India by name Abirami Mega Snow World with 50Ft. high firey ice slide, lightning and storm at 140 KM speed at Abirami Mega Mall, Chennai, where 5 tonnes of pure crystallized snow manufactured per day out of mineral water at minus six degrees with 50 tonnes snow on the floor which is considered as the best entertainment in India.
15. Created Abirami Kids World with all games and entertainment for children at Abirami Mega Mall.
16. Introduced for the first time in Tamil Nadu Novel amusement area of “KISSING CARS” at Abirami Mega Mall
17. Created the first 5 star theatre of India – Swarna Sakthi Abirami and Shree Annai Abirami – with chairs which recline 100% with a butler on wait. The lobby and the toilets are also air conditioned. For the first time photo cards and displays are through digital screens. The ambience is of a 2000 year palace of Egypt and China respectively. The movie is downloaded via Satellite.



18. Created the first 7 Star theatre of India – Abirami 7 Star with unique features like massage chairs, reclining seats and waiter on call facilities. The lobby waiting rooms and the washrooms are all fully air conditioned. The ambience is of the Spanish Opera House. The screen is 3-D capable. Pick up and drop facility in limousine and valet parking are the other additional features.
19. First to create Robot Theatre by name Robot Bala Abirami, thematic with recliners.
20. First to create thematic theatre by name Swarna Sakthi Abirami theatre an egyptian theme.
21. First to create a Chinese theater with love bug recliners by name shree annai abirami

THE AFTERMATH EFFECTS

1. The era of new business practices is started without any competitors.
2. The new business model attracted many viewers to mall culture and a culture of fancy and luxury business malls is created.
3. Technology was introduced to the industry and country, which can avoid piracy, the biggest issue in entertainment industry.
4. Accommodated more than 200 employees in his shopping complex with decent salary.

ONE UNIQUE PRACTICE

If any of the employees lose a relative, the management will send four employees along with a sizeable financial grant to the employee's home to help and offer moral support. This measure of solidarity and munificence has been deeply appreciated by the employees and the loyalty towards organization has improved vastly leading to better and customer satisfaction.