

## ● BUSINESS AS USUAL

# It's yesterday once more for consumers as Covid fades

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WITH OMICRON CASES falling at a rapid pace, demand in contact-intensive sectors is picking up fast and has touched around 75% of the pre-pandemic levels, according to industry estimates. No wonder, hotels, restaurants, retail chains, malls and multiplexes, which have borne the brunt of Covid-led restrictions for over two years, are now seeking an end to all kinds of curbs put on their operations by various state governments for their businesses to return to full normalcy.

For instance, footfalls are back to 70% of the pre-pandemic levels at Mumbai's Infinity Malls, but as Mukesh Kumar, CEO of Infinity Malls, said, curbs on restaurants to operate at 50% of their capacity is still impacting business.

If the country's top four metros are taken into account, business at restaurants is around 40% of the pre-pandemic levels.

Pradeep Shetty, joint honorary secretary, Federation of Hotel & Restaurant Associations of India, said: "Operating at 50% capacity has a direct impact on the extent of the business. On the other hand, city hotels have managed to regain only 35% of the pre-pandemic business since there is no international travel and business travel is low."

As restrictions are gradually being eased, customers have returned to malls and multiplexes too. With a couple of big film releases lined up in March, multiplexes expect moviegoers to come back in larger numbers.



Footfalls are back to **70%** of pre-pandemic levels at Mumbai's Infinity Malls



With demand returning, mall rentals, too, are back to near-normal levels, say Kolkata mall owners



Food & beverage segment back to full capacity; theatre occupancy reaches around **60%**



Pune mall owners expect touching pre-Covid levels by **mid-March**