



5 steps to growing your brand with us



LOCATION

Being in a strategic location is key to brand accessibility.

IPC is located in a matured, up-market Damansara neighbourhood. Its surrounding comprises of a mix of established commercial and residential developments, with easy access to four major road networks and public transportation via the Surian MRT station.



HEALTHY VISITATION

Growing visitation numbers drives sales conversions for your brand.

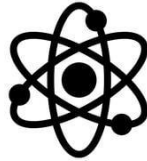
IPC attracts 15 million visitors per year comprising of families and young adults from within our immediate catchment area and beyond.



PULLING POWER

The right neighbours help drive co-visitation for your brand.

IPC is seamlessly integrated with global home retail brand IKEA along with other popular anchor tenants such as Ben's Independent Grocer, Harvey Norman, and Spotlight.



A DYNAMIC RETAIL ENVIRONMENT

Create brand standout with a unique setting.

From international powerhouse brands to local heroes, IPC has an exciting tenant mix of 145 stores filled with exciting retail experiences and activities.



A SUPPORTIVE PARTNERSHIP

Find the right partners that will help grow your brand.

At IPC we believe in growing our business together. As retailers ourselves, we understand the challenges you face. We constantly invest in optimising and enhancing our offer to better meet the needs of our visitors and create the right environment for your brand.



Working with our partners to grow your business:

An exciting opportunity to be located in Damansara's favourite family-friendly meeting place



A destination by [Ikano Centres](#), creating meeting places anchored by IKEA

IPC
Kuala Lumpur, MY



MyTOWN
Kuala Lumpur, MY



Megabangna
Bangkok, TH



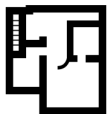
Toppen
Johor Bahru, MY



Batu Kawan
Penang, MY
** opening 2024/2025*



Our total portfolio includes:



Gross Leasable Area
4.62 million sq ft



Successful partnerships with
1,421 tenants



Over 100 million joyful visits
every year



Click on each centre
to find out more!

Our meeting spaces are the hearts and hubs of our catchment areas:

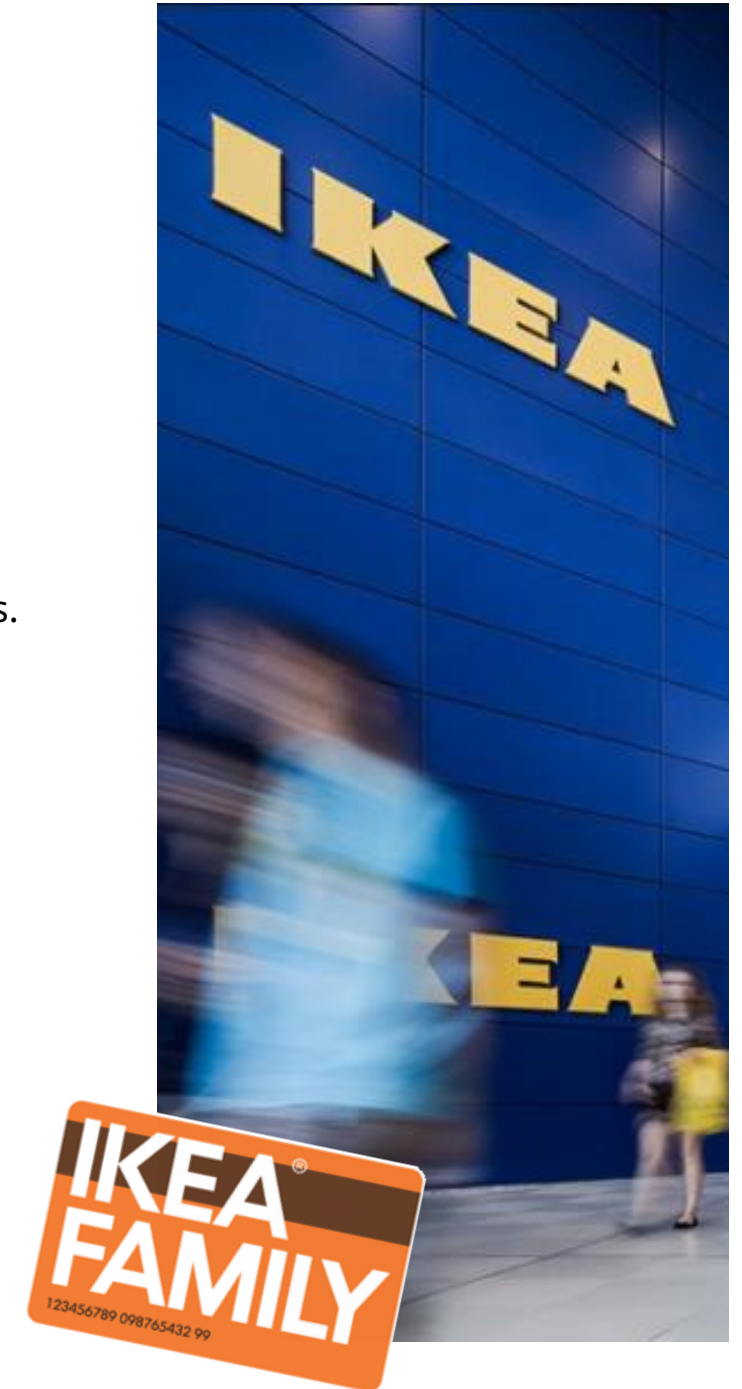
Together we create spaces where our visitors and communities can enjoy a safe and great day out, again and again.



Your brand can leverage IKEA's pulling power!

All our meeting places are anchored by IKEA. Worldwide IKEA has proven to bring in:

- **More than 5 million visitors** per year at each meeting place.
- Extend the shopping centres' catchment area up to **90 minutes**.
- **Cross visitation** enabled by seamless integration of our IKEA stores and shopping centres.
- Adding **a distinctive Swedish charm** to our destinations!
- **Collaborations** on IKEA and tenant offers.
- **Access** to over 100,000 IKEA Family members who shop at IPC for special IKEA Family discounts and promos.



Expose your brand to IPC's 15 million visitors per year



At the heart of Damansara

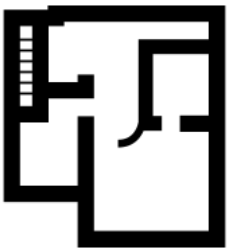
2 Jalan PJU 7/2, Mutiara Damansara
47800 Petaling Jaya, Selangor
Malaysia



Open in **2003**
Refurbished **2018**



Anchored by
IKEA Damansara



GLA:
798,000 sq ft
5 levels

That's almost the size of 10
football fields!



2,000 parking spaces

With designated bays for
women and families.



145 tenants

A mix of local heroes and
international, well loved brands.

Easy accessibility for your visitors

- **Located in Mutiara Damansara**, a matured and affluent neighbourhood that is a central commercial hub and houses multiple residential areas.
- **Seamless connections** to major road networks including the LDP, Penchala Link, NKVE Highway, and Pesiaran Surian.
- **Multiple** designed entrances and exits for convenient accessibility.
- **Walking distance** to Mutiara Damansara MRT.
- **Adjacent to Mutiara Damansara Recreational Park**, a jogging and leisure park popular with families in the area.



Position your brand in the heart of Damansara



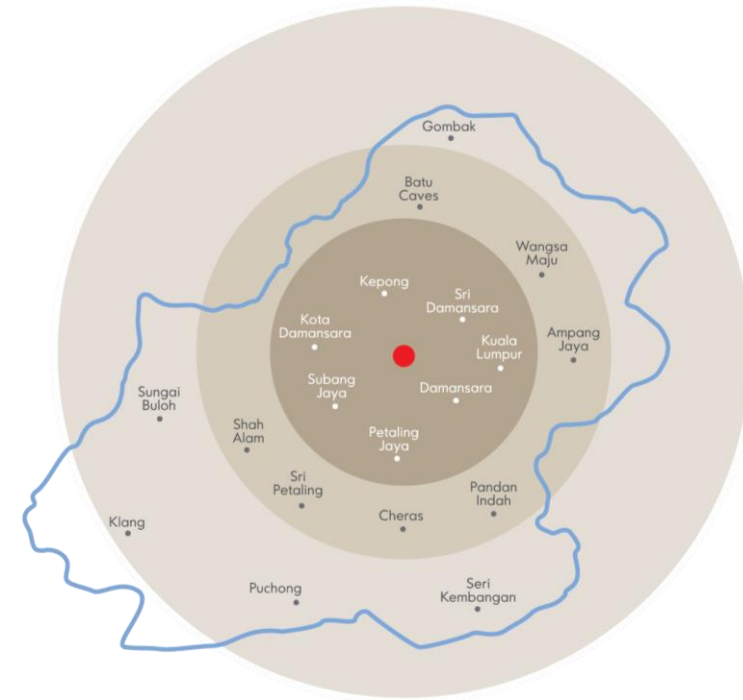
Over **815,000** households in the primary and secondary catchment area creates proximity to a stable, **family-friendly crowd**.



Damansara is an incredibly affluent neighbourhood with the immediate catchment area spend nearly **RM 40 billion** alone in 2020* on home furnishing, house & garden tools, appliances, textiles, utensils and maintenance.



Be located in the **established Mutiara Damansara mixed development** featuring a mix of residential areas, commercial office towers, and unique business hubs.



Primary	15 mins drive	406,000 people
Secondary	20 mins drive	867,000 people
Tertiary	30 mins drive	6.1 million people

.....
Your brand is within easy commute to a population of
Approx 7.3 million people!
.....

Brand exposure to a vibrant suburb surrounded by commercial and residential areas with a mix of **young adults, families, and professionals**.

Connect your brand to our fashionistas!



A vibrant audience:

40% of our visitors are 18 – 34 years of age, **55% are females.**



They have the extra income to shop :

Over **55%** of our visitors have an upper HHI between **RM 7,000 and RM 15,000.**



Our fashionistas love looking good!

17% of total visitor sales are spent on **Fashion**

For our Tack Club loyalty programme, almost 20% of our fully-funded mall wide vouchers are used at tenants in the Fashion category.

56%

Of our visitors are Malays, an ideal match for fashionable Muslimmah wear!



Connect your brand to our foodies!



The perfect setting for social gatherings and meals:
41% of our visitors always visit IPC with their families



They have the extra income to shop:
Over 55% of our visitors have an upper HHI between **RM 7,000 and RM 15,000.**



Our visitors LOVE food!

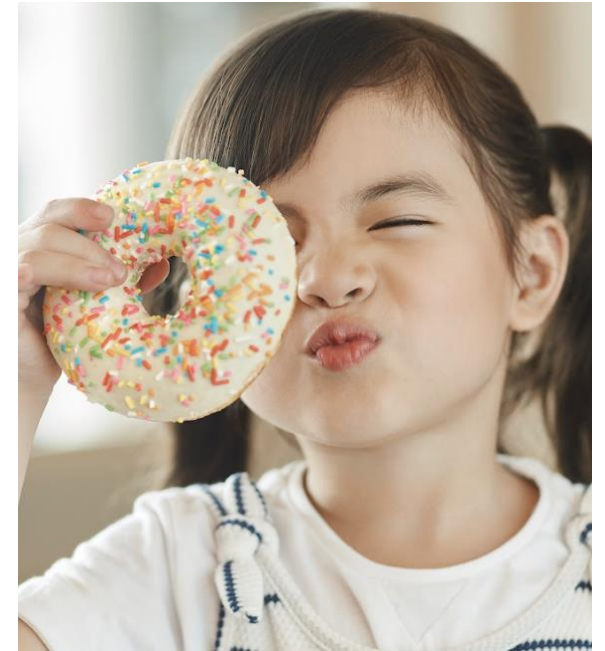
Over 13% of total visitor sales are from the F&B category.
For our Tack Club loyalty programme, 51% of our fully-funded mall wide vouchers are used at our F&B tenants.

56%

Catering to diverse foodie palates:
Of our visitors are Malays.

36%

Of our visitors are Chinese.



Unite your brand with our families!



A dynamic family-friendly crowd:

41% of our visitors always visit IPC with their families



They have the extra income to shop :

Over **55%** of our visitors have an upper HHI between **RM 7,000 and RM 15,000**.



Always looking for new family-friendly experiences:

Our families spend an **average dwell time of 2 hours**, looking for exciting experiences at IPC.



On a mission to shop:

91% visit by car, making it convenient for them to keep shopping and transport their purchases!



Connect your brand to our homebodies!



Home furnishing on their mind:

53% of our shoppers visit IKEA, which means they are actively on the look out for home furnishing solutions.



They have the extra income to shop :

Over **55%** of our visitors have an upper HHI between **RM 7,000 and RM 15,000**.



Home is where the heart is:

68% of sales of total visitor sales are from Home & Living.

For our Tack Club loyalty programme, almost 44% of our fully-funded mall wide vouchers are used at tenants in the Home & Living category.



Our visitors are looking to build comfortable homes for their families:

Over 42% of our visitors are families with children.



Our anchor tenants secure solid and stable footfall to IPC



The pulling power to attract approximately 5 million visitors every year!



This Harvey Norman flagship store continues to transform homes with a wide array of electronics and home furnishing choices.



An established supermarket is key to drawing stable and regular footfall.



Malaysia's favourite crafts, hobbies, and home decoration specialist store.



This flagship store is part of Malaysia's largest bookstore chain that has been working to make all Malaysians fall in love with reading and learning all over again.

Fashion brands that are already proud members of the IPC family

COTTON:ON



H&M



Dr. Hauschka



SKECHERS



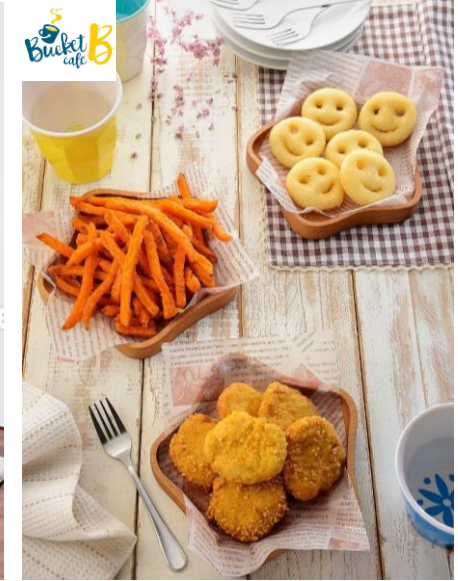
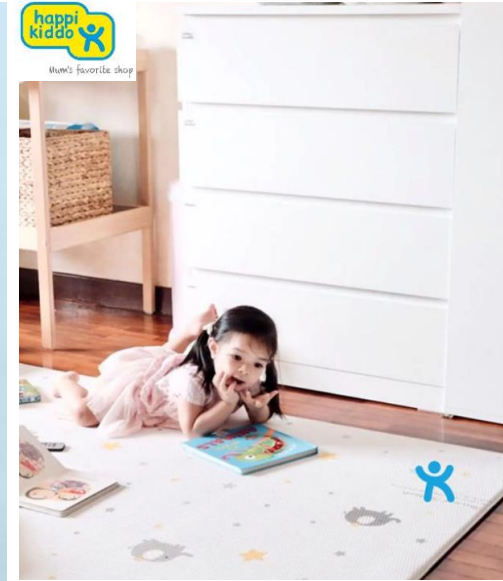
From the trendiest fashion, accessories, footwear, and beauty care, we offer a mix of fashion and beauty brands to cater to every fashionista's taste.

F&B brands that are already proud members of the IPC family



Asian delights, café favourites, and healthy eats, IPC offers endless choices to suit every taste bud. Our al-fresco dining area allows our visitors to take-in fresh air to accompany their delicious meals.

Family friendly brands that are already proud members of the IPC family



We put families at the heart of everything we do so both parents and kids can enjoy a great day out at IPC from kids clothing and accessories, toys and play items, to child-friendly dining.

Home & Living brands that are already proud members of the IPC family



LG PuriCare™



ACE
Hardware

Furniture, decorations, home inspiration, and DIY all under one roof to make home really feel like home sweet home.

Committed to always evolving our offer to serve both our customers and your brand better



Introducing the NEW IPC in 2018

Previously known as Ikano Power House, we re-branded ourselves as IPC Shopping Centre in 2018 and underwent a **RM 200 million** refurbishment to upgrade everything from its infrastructure, landscape, facilities, layout, tenant offers, and overall customer journey.

IPC refined its shopping experience through its space design, revamped interiors, and family-friendly functionalities.



“Home is safe, convenient and family-friendly, that is what IPC stands for.”

Karyn Lim, General Manager IPC

Improving accessibility and creating a seamless customer journey

In 2021, IPC focused on upgrades to its facilities to increase convenience, accessibility, and family-friendly services to its visitors.

With a new escalator to improve traffic flow between LG and G, IPC also improved its family amenities including its family room and playgrounds.

Our new family rooms now feature new lighting, anti-bacterial flooring, and an advanced air ventilation system. The nursing rooms now are equipped with locks to provide a more comfortable settling and the inclusion of sinks, water heaters, a water dispenser and even an integrated play area for toddlers.



Strengthening our family-friendly positioning with spaces to entertain and delight both kids and adults



As part of the overall refurbishments to improve our customer journey, our Level 2 *Funland* has also been enhanced to introduce more exciting playset for kids, with a new playground, *Playland*, introduced in the outdoor courtyard. *Playland* comes with a variety of play equipment including slides, tunnels, and a small climbing area for kids (and their parents!) to enjoy.

With close to 10,000 sq ft and multiple areas dedicated to hang-out zones, immerse your brand in spaces where communities come together.



Maximise your brand's exposure and visibility through our marketing efforts



Close to 100,000 Facebook followers (and growing!), with strong engagement rates **ensures** strong fan interaction with your brands.

Your brand can take part in regular postings to **create brand visibility** and more opportunities to **promote your offers**.



Be a part of our growing Tack Club loyalty programme!

With close to 10,000 members (and counting!), we offer rewards to our customers so that they always return to us. We even have a unique Små Club membership created specifically for kids to give parents reasons to bring their families back to IPC again and again!

Joining our loyalty programme entitles you to benefit from **initiatives such as fully funded mall-wide e-vouchers** that encourage sales to your stores. You'll also have a platform to specifically target audiences that are relevant to your brands. Create higher brand exposure and give them a reason to shop with you regularly.



A dynamic calendar of monthly marketing activities to drive visitation for your brand



Kid-friendly activities for the family to enjoy week after week.



Sustainable initiatives to encourage usage of our Recycle and Buy Back Centre, inspiring our communities to create a positive impact to our planet.



Vibrant festive decorations to make IPC the place to prepare and celebrate all cultural festivals.



Healthy events like fun runs that put us on the fitness map!



Regular themed tenant features at our main concourse such as our yearly Beauty Lounge to support our Fashion & Beauty tenants.



Regular livestreams to support tenants and drive the omnichannel retail experience.

Bringing our communities together with effective marketing campaigns



Raya Kaw Kaw Livestream 2021

With our shopping centre visitation and sales dramatically impacted as a result of Covid-19 restrictions, we pivoted our Raya campaign online by creating a shoppable live stream to drive visibility of tenant offers and create alternative revenue streams for our tenants.

The Raya livestream achieved:

- Tenant sales boosted by 66% vs same period last year.
- Over 6,600 sales leads through the Facebook Messenger platform.
- 100,000 reach in online shoppers in 1.5 hours.
- 21% engagement rate (retail benchmark of 0.08%)

Niu Niu New Year

IPC ushered the Year of the Ox with a playful twist, encouraging visitors to keep active. We created Niu Niu dance challenges on social media and those who shopped at IPC were entitled to e-vouchers to spend as part of their preparation for the festivities.

The campaign drove **RM 200,000** in tenant sales with **612 e-voucher redemptions!**



Leave your mark on the planet:

Together we can champion sustainability efforts across the our full operations process

Across all our shopping centres we invest in technology to ensure operational process optimisation and create a better impact on our environment. IPC are genuine passionate about sustainability, winning **Silver at EdgeProp Malaysia's Best Managed & Sustainable Property Awards 2021 in the 10 Years and Above – Retail Category!**

Circular & Climate Positive

- Encouraging both tenants and customers to recycle to avoid waste, including food waste.
- Green Lease Objectives to advocate environmentally friendly practices ranging from energy, waste, water, material choice and usage, giving materials a second life, contractor, and fit-out practices.
- Digitization of contracts to minimise paper wastage.

Healthy & Sustainable Living

- Working with tenants to create more sustainable products.
- Increasing our sustainable living offers.

Fair & Inclusive

- Partnerships with charitable service providers and NGOs .
- Supporting local and social entrepreneurs with lower rental space and flexibility of space usage.

We advocate:



Green building design



Efficient waste & resource management



Supporting public transport



Waste water recycling



Rainwater harvesting



Encouraging green habits among shoppers and retail partners

Join the IPC family today!

- Situate your brand in a **matured, affluent Damansara neighbourhood** that is a hub for commercial and residential developments.
- A **dynamic retail environment** where an exciting mix of brands meets **unique customer experiences**.
- Extensive marketing support to drive **visitation** to our centres **and maximize exposure and sales** for your brand.
- A dedicated leasing and Centre Management support team to guide you on your journey with us.



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CORPORATE FROM THE EDGE

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Ikano Centres ups its game, sees results

This article first appeared in The Edge Malaysia Weekly, on January 31, 2022 - February 06, 2022



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MARKETS | SHOPPING CENTRES & MALLS



Bano Centres Adds TMG Plus and MR D.I.Y. Along with Popular F&B Chain Outlets to its Growing Offerings in Batu Kawan (Source: supplied)

 **Tong Van**
March 9, 2022 | 1 min read

Ikano Centres Malaysia is expanding its Batu Kawan mixed-use development with a portfolio of new tenants.

Grocery retailer Tunas Manja Group and Malaysia-based home appliance brand Mr DIY are slated to open outlets at Batu Kawan in the fourth quarter of this year. Meanwhile, several retailers, including KFC, A&W, Tealive and The Coffee Bean & Tea Leaf, will join the shopping centre's F&B行列 this year.

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First Lulu Grocer in Johor to open at Toppen Shopping Centre



Vaccination Tracker
53.20M
 Doses administered
 MORE INFO

22 March 2022, Tuesday

SAMSUNG

Galaxy S22 Series

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IPC Strengthens Its Family-Friendly Position

🕒 Posted on 08 Mar 2022 | by [Meshvinny Nelson](#)

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The new playground is located at the courtyard.

PETALING JAYA: IPC Shopping Centre (IPC) has invested in new equipment and enhancements to improve its customers' shopping experience to make it a preferred destination for shoppers and visitors.

According to a press release, IPC is more committed than ever to safeguarding the health and safety of its customers, working with government authorities to ensure a comfortable and secure shopping experience.

"IPC has received tremendous support from the

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MyTown Forges Ahead With Expansion Plan

🕒 Posted on 16 Feb 2021 | by [Viktor Chong](#)

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KUALA LUMPUR: MyTown Shopping Centre has unveiled plans to expand its offerings with the addition of new tenants besides enhancing the overall infrastructure in the months to come.

The two main anchors are Malaysian innovative bookstore chain BookXcess and living concept store SSF, which will occupy approximately 85,000 sq ft of retail space. In addition to these two prominent brands, there will also be a 20,000 sq ft store expansion for retailer Panda Eyes.

Leveraging its strong partnership network and maintaining

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We are excited for you to join us at



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