



5 steps to growing YOUR BRAND with us

LOCATION



Being in a strategic location is key to brand accessibility.

IPC is located in the matured, up-market Mutiara Damansara neighbourhood. Its surrounding comprises a mix of established commercial and residential developments with strong office catchment. IPC is easily accessible via four major road networks and in short walking distance to 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. IPC is a family friendly meeting place with strong appeals to working crowd leveraging from the office catchment and is a top-of-mind recycling hub to the growing green-making community in KL & Selangor.

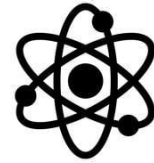
PULLING POWER



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

IPC is seamlessly integrated with global home furnishing 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 158 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 meeting place offer to better meet the needs of our visitors and create a sustainable business ground 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



Klippa
Penang, MY



Our total portfolio includes:



Gross Leasable Area
6.5 million sq ft



Successful partnerships
of more than 1,800



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 Toppen for special IKEA Family discounts and promos.



Expose YOUR BRAND to IPC's 15 million visitors per year



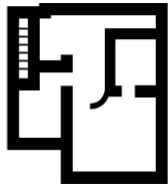
At the heart of Damansara
2 Jalan PJU 7/2, Mutiara Damansara
47800 Petaling Jaya, Selangor
Malaysia



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!



1,955 parking spaces
With designated bays for
women and families.



158 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.



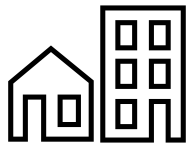
Position YOUR BRAND in the heart of Damansara



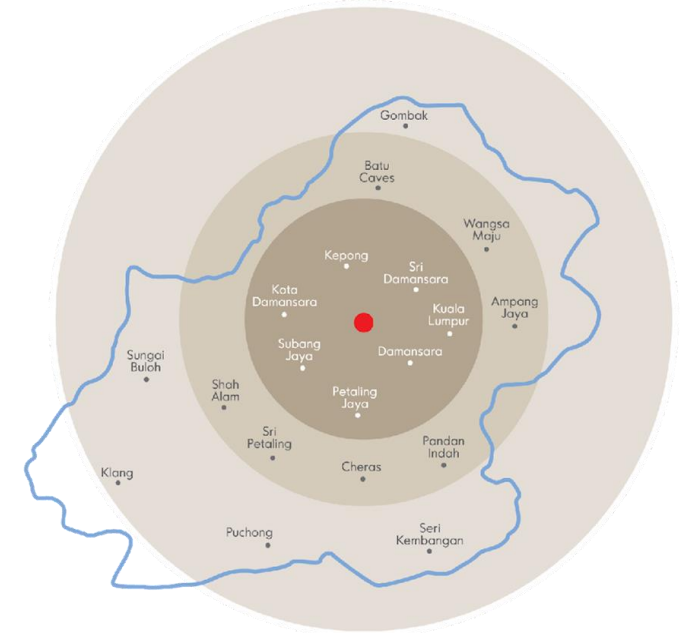
Over **2.3 mil** households in the primary and secondary catchment area creates proximity to a stable, **family-friendly crowd**.



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	1,484,394 people
Secondary	20 mins drive	872,337 people
Tertiary	30 mins drive	6.1 million people

.....
Your brand is within easy commute to a population of
Approx 8.4 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:

59% of our visitors are 18 – 34 years of age, **58% 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.

48%

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:

76% 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.

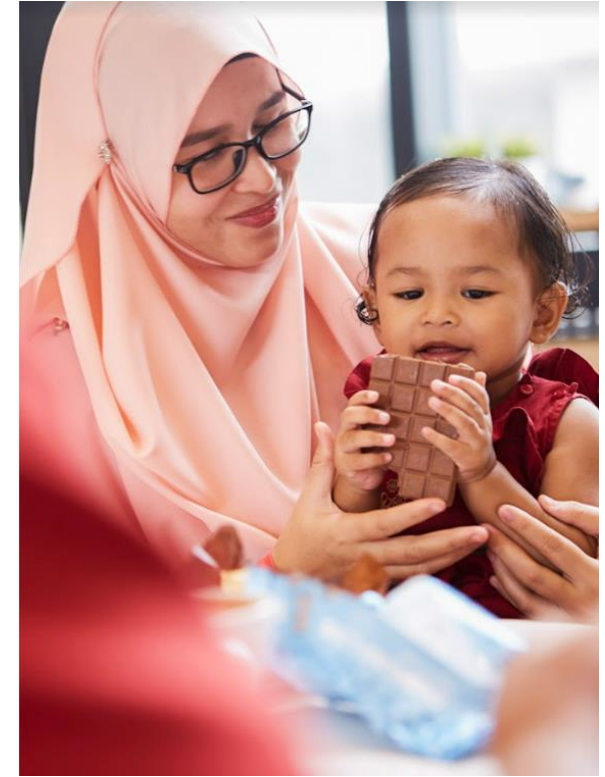
48%

Catering to diverse foodie palates:

Of our visitors are Malays.

40%

Of our visitors are Chinese.



Unite **YOUR BRAND** with our families!



A dynamic family-friendly crowd:

76% 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 3 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:

60% 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**.



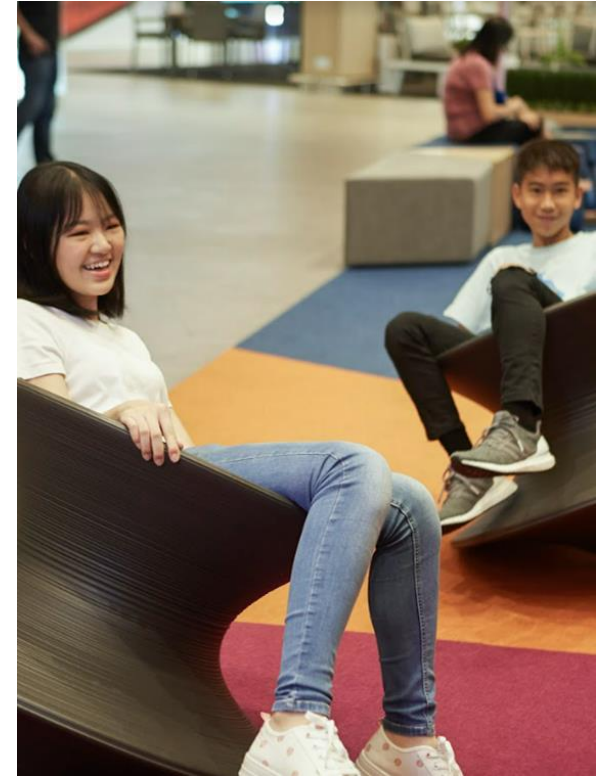
Home is where the heart is:

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 76% of our visitors are families with children.



Our anchor tenants secure solid and stable footfall to IPC



The pulling power to attract 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.

Our tenant mix

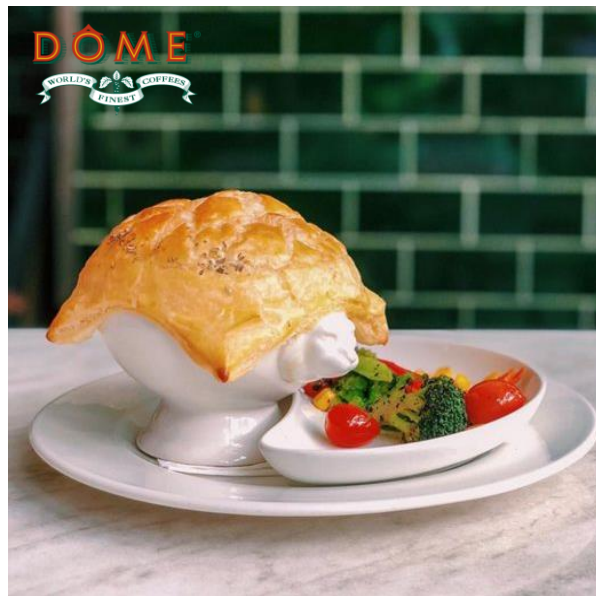
Fashion brands that are already proud members of the IPC family



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.

Our tenant mix

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



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

Our tenant mix

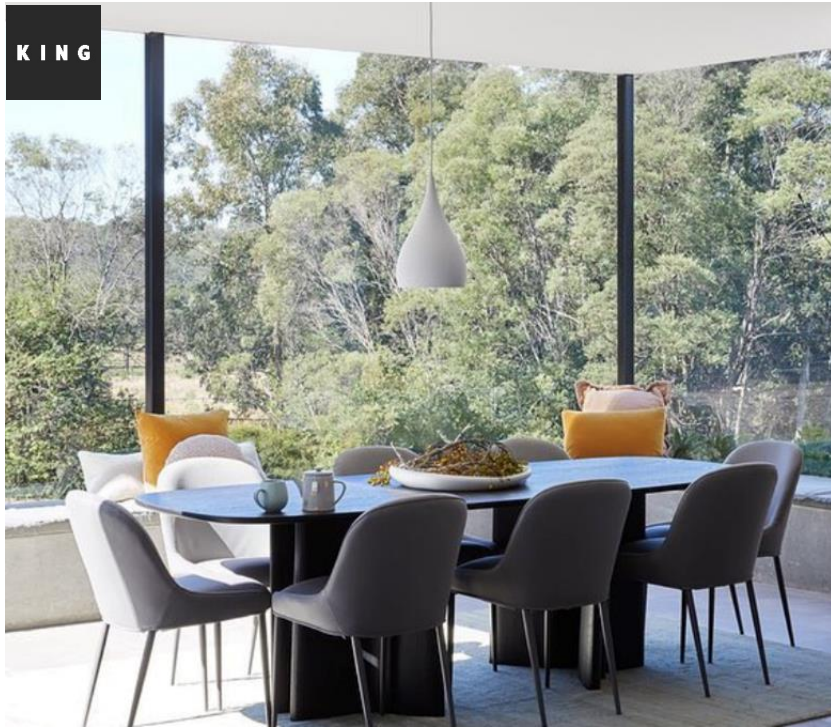
Family friendly brands that are already proud members of the IPC family



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.

Our tenant mix

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



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

Customer centricity is at the heart of everything we do

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 Centre, we re-branded ourselves as IPC Shopping Centre in 2011 and underwent a **RM 200 million** refurbishment in 2017 to upgrade our building infrastructure, retail diagram, landscape, facilities, tenant offers, as well as overall customer journey.

IPC refined its shopping experience through its space design, Scandinavian design 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 and 2022, IPC focused on upgrades our family friendly facilities to increase convenience and accessibility that elevate the shopping experience to our many shoppers.

With a new escalator to improve traffic flow between LG1 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.



Customer centricity is at the heart of everything we do

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. A new playground, **Playland**, was 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.

Our community spaces

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



More than **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 20,000 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 & 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.



Iconic events such as its impactful balloon set-ups that encourage families to learn more about sustainability.

Bringing our communities together with effective marketing campaigns



Merdeka Campaign: Memang Legend 2023

We celebrated the small acts of kindness that Malaysians do at our centres everyday for the Merdeka and Malaysia Day festivities. Those who shopped at IPC were entitled to e-vouchers to spend as part of the celebration.

The campaign drove **RM 980,000** in tenant sales with **2,116 e-voucher redemptions!**

Raya Meriah Max 2023

IPC elevated their celebration for Hari Raya to encourage visitors to celebrate raya together in the most 'meriah' way after 3 years of Covid restrictions. IPC created a we-fie photo contest on social media and those who shopped at IPC were entitled to e-vouchers to spend as part of their preparation for the festivities.

IPC.

The campaign drove **RM 1,425,400** in tenant sales with **2,768 e-voucher redemptions!**



Our sustainability commitment

Together we can champion sustainability efforts across our full operations process

Across all our shopping centres we invest in technology to ensure operational process optimization and create a better impact on our environment. IPC are genuinely passionate about sustainability, winning **Gold at EdgeProp Malaysia's Best Managed & Sustainable Property Awards 2022 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 minimize 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

Our sustainability commitment

IPC continues to lead in sustainability initiatives amongst its communities and the industry

- In 2022, **IPC's Recycling & Buy-Back Centre (RBBC)** upgraded with added enhancements, features and a new look, offering our environmentally conscious greenmakers a seamless and digitalised experience.
- Among the new functionalities include a self-service automated weighing and digitalized buy-back system and user-friendly interactive touch screens where even children can reach and use to deposit their recyclable waste.
- RBBC is also **incorporated with our loyalty programme TACK Club** that allows patrons to collect Tack Points from their recycling efforts through their IPC app and exchange it for rewards such as free parking, shopping e-vouchers and much more.
- The facility today accepts up to **14 recyclables categories**: cardboard, paper, plastic, metal, aluminium, drink carton, polystyrene, textile, light bulb or tube, medicine, glass, battery, e-waste and food waste.
- There is even a dedicated **10-min drop off parking lot** for our green warriors who need a spot to park their car temporarily.



Join Us!

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.



At Ikano Centres we are committed to growing our offer to meet the needs of both our communities and partners

THE EDGE MARKETS
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CORPORATE FROM THE EDGE Select Language

Edge Weekly

Ikano Centres ups its game, sees results

Vasantha Ganesan / The Edge Malaysia
February 09, 2022 14:00 pm +08

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

Article content: 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&N, Tealive and The Coffee Bean & Tea Leaf, will join the shopping centre's B&B drive-thru concept later this year.

InsideRetail

Asia Edition Just in Sectors E-commerce Technology Stores Business Careers

MARKETS | SHOPPING CENTRES & MALLS

Ikano Centres expands Batu Kawan offer

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

Tong Yan
March 6, 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&N, Tealive and The Coffee Bean & Tea Leaf, will join the shopping centre's B&B drive-thru concept later this year.

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22 March 2022, Tuesday

MALAYSIA CORPORATE Select Language

First Lulu Grocer in Johor to open at Toppen Shopping Centre

Article content: BCorp confirms Abdul Jalil's resignation; Vivienne Cheng and Syed Ali made joint CEOs

Español தமிழ் **BERNAMA.com**

GENERAL

IPC SHOPPING CENTRE, ALLIANCE BANK KICK-OFF LITTLE ECO-HEROES AWARDS

Aaron Sum, Group Chief Strategy, Marketing & Business Development Officer of Alliance Bank Malaysia Berhad (second from right) flanked by Mark Tan, Deputy General Manager of IPC Shopping Centre (from left), Karyn Lim, General Manager of IPC Shopping Centre and Sharina Koh, Head of Group Digital, Marketing & Branding of Alliance Bank Malaysia Berhad at the MOU signing ceremony between the two organisations to launch the IPC Little Eco-Heroes Awards, an initiative which aims to ignite the creativity of young minds, encouraging them to craft innovative, eco-friendly solutions to solve environmental challenges using recycled and recyclable materials.

METRONEWS
Wednesday, 12 Apr 2023

Mall in PJ continues sustainability practices

Article content: Visitors at the IPC concourse during this campaign can admire and take pictures with the fusion décor incorporating traditional and neon details.

IN conjunction with the upcoming Hari Raya, IPC Shopping Centre in Petaling Jaya, Selangor, is offering special promotions under its "Raya Meriah Max" campaign until May 1.

Visitors during this campaign period can take pictures with the fusion traditional-meets-neon décor on display at the mall concourse.

This Raya décor, like previous installations, incorporates sustainable materials like compressed towelled wood boards, paper and fabric which are reused and recycled, according to a press release from the mall.

IPC has also brought back the outdoor al-fresco area where people can berbuka puasa with their friends and family.

StarProperty

MyTown Forges Ahead With Expansion Plan

Posted on 16 Feb 2021 | by Viktor Chong

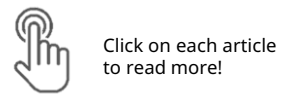
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KUALA LUMPUR: MyTown Shopping Centre has unveiled plans to expand its offerings with the addition of new tenants besides enhancing the overall infrastructure in the months to come.

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 high standards, MyTown has been able to...

starproperty.my



We are excited for you to join us at

