

A Brief Company Profile

Beyond Squarefeet™ Advisory Pvt. Ltd.
a boutique mall advisory company™

India | Iran | Nigeria | Nepal | Qatar



NSIC - CRISIL
SE 3A



About Us

- * An end-to-end, Mall Conceptualization to Mall Management Company
- * Has hands-on experience in Retail & Mall development
- * “In-house Advisory Team” , than a bunch of consultants
- * We come at a green field or brown field stage & take the mall at operations level & beyond

We are Mall Mechanics managing the entire spectrum of any Mall project including but not limited to Mall Conceptualization, Mall Positioning, Mall Marketing and Leasing, Fit-Out Management, Asset and Mall Management, Mall Re-orientation, etc

Our Ideology

Ideas

Innovations

Implementation

Our Offerings..



We offer the entire gambit of Services, for any Mall Development project. However, these can be offered as “a la carte” basis too.

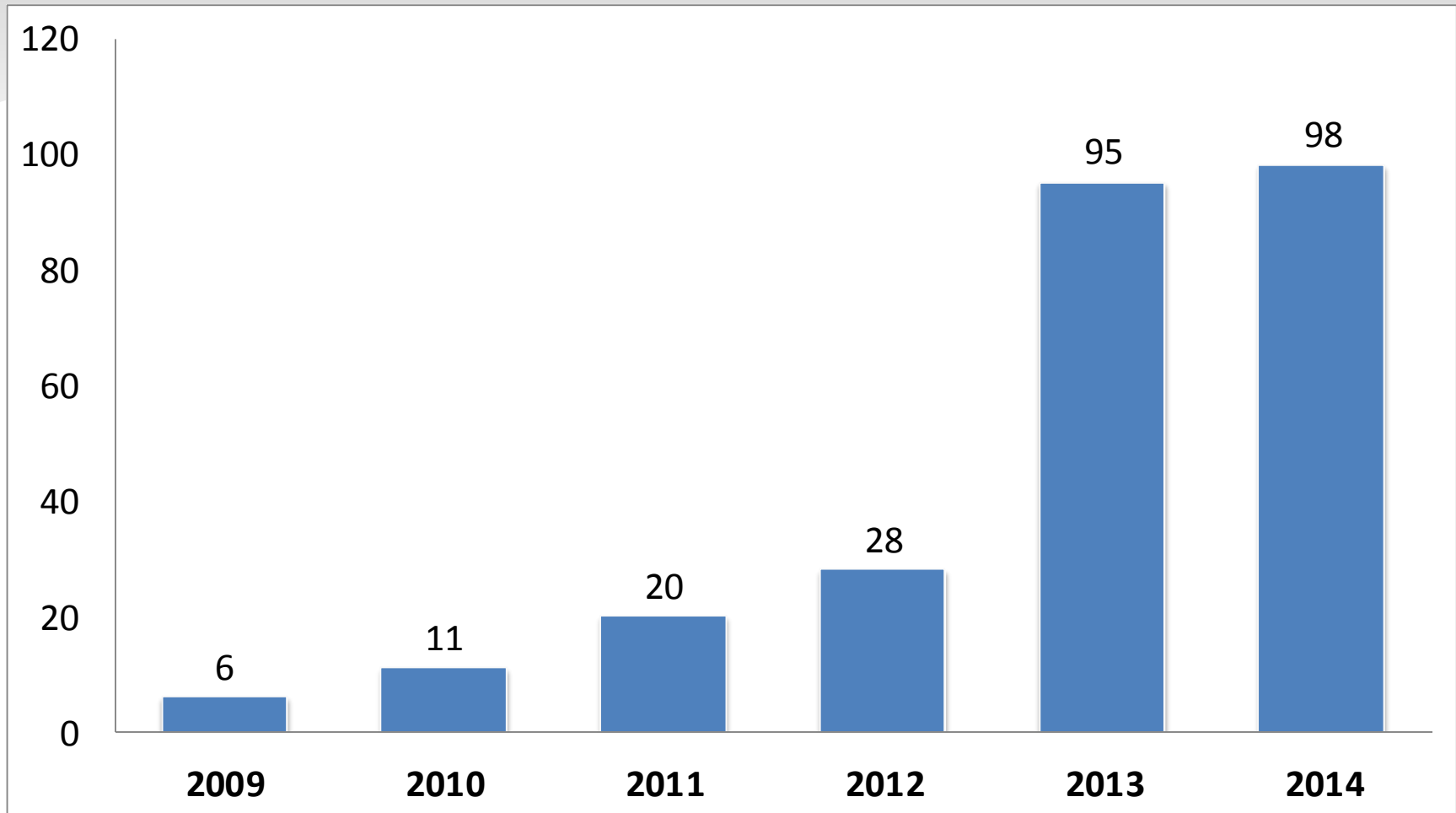
Some of the key Services are:

- ❑ Market Research & Feasibility
- ❑ Conceptualization & Positioning
- ❑ Zoning & Tenant Mix
- ❑ Marketing & Branding
- ❑ Lease Management
- ❑ Fit-Out Management
- ❑ Mall & Retail Asset Management
- ❑ Re-orientation

Our Presence

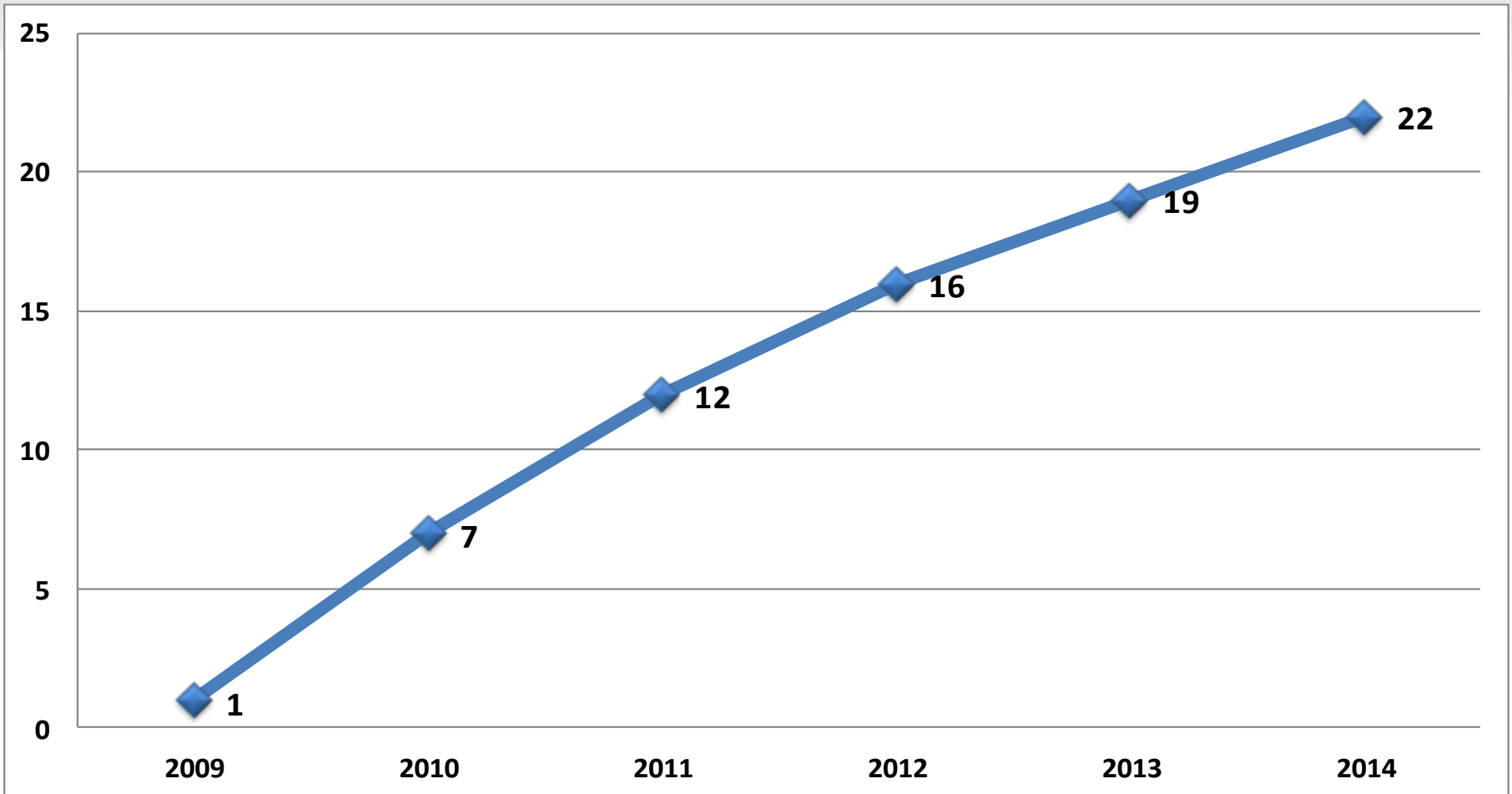


Team strength



* Data as on July 2014

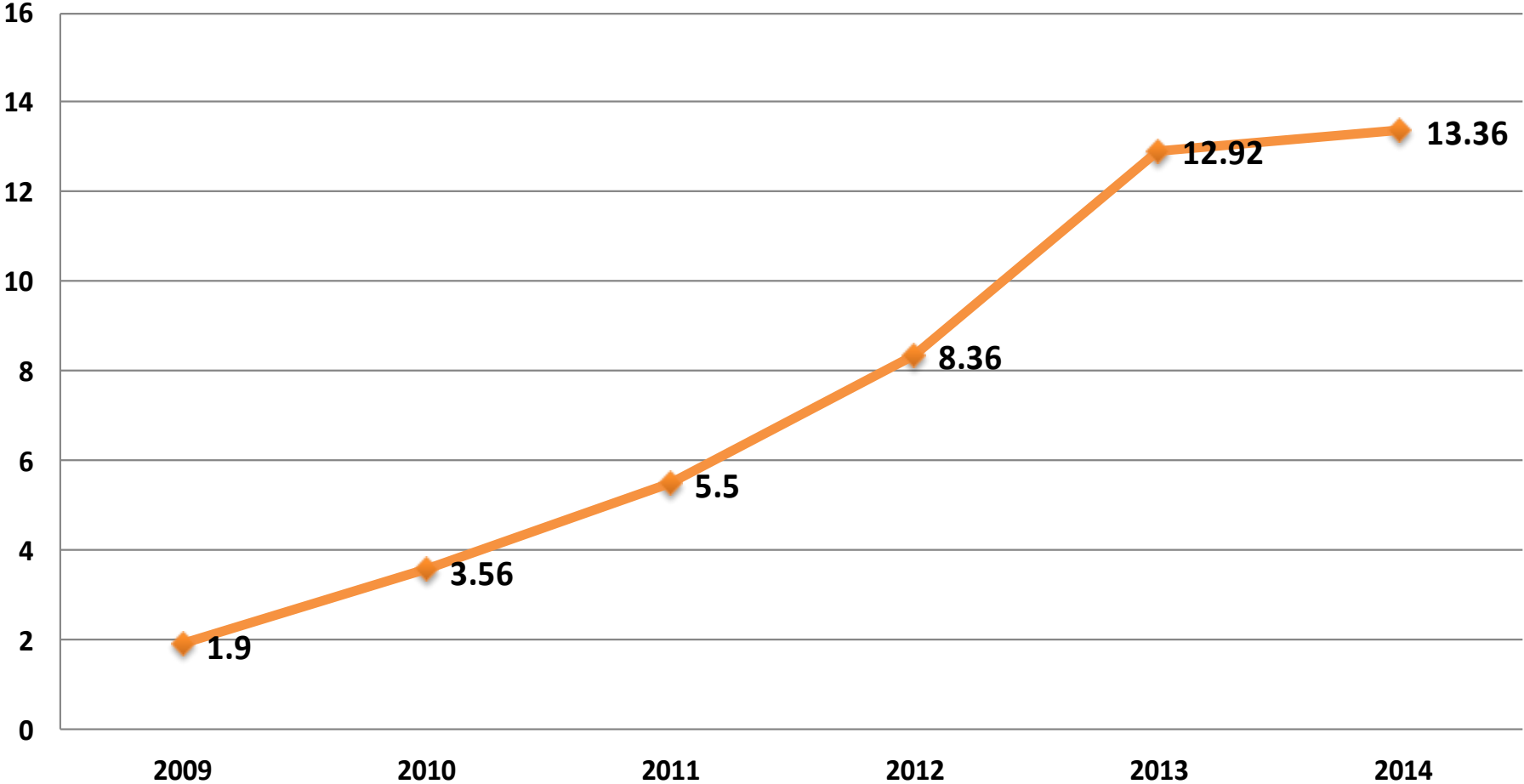
Projects



* Data as on July 2014

Area Managed

(million sq. ft. GLA)



* Data as on July 2014

Our Advantages

- One Stop solutions for over all Mall Business
- A process driven & practical experienced Team and hold more than 150 man years of Senior Management Experience (Mistakes)
- A team of “Hands-on” professionals has managed more than 40 million sq. ft., spread in various parts of the country
- Value creation & Value Addition
- Product innovation

Our Strengths



Network

❖ Retailers

access to over 700 retailers on a Pan-India basis

❖ Mall Developers

access to Real-Estate players and Mall developers on Pan-India basis

❖ Retail Professionals

Access to 250,000 Retail professionals

Brand Awareness

❖ Key sponsor for India Shopping Centre Forum and India Retail Forum for last 3 years

❖ Active presence on Social Networking platforms

❖ High awareness in the Mall / Retail Industry

Environmental Awareness

❖ Environmentally responsible office

❖ Associated with India's 1st Leed Gold Certified Mall

Our Clients



Projects associated with





Our Credentials

Past Projects

Parco Mall

3,50,000
Doha
Qatar



Bergamo

34,000 sq. ft.
Chennai



Neptune Magnet Mall

10,56,000 sq. ft.
Mumbai



Moments Mall

6,00,000 sq. ft.
Delhi

Current Projects



Mall of India

18,00,000 sq. ft.
Noida
UP



Lulu International Shopping Mall

16,00,000 sq. ft.
Cochin
Kerala

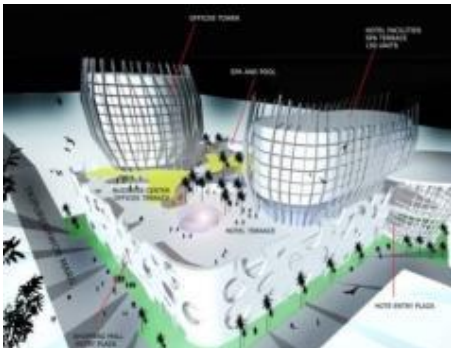
Omaxe Connaught Place

12,00,000 sq. ft.
Greater Noida UP



Logix City Center

7,00,000 sq. ft.
Noida
UP



CG Mall

5,50,000 sq. ft.
Kathmandu
Nepal



Gokulam Galleria

3,50,000 sq. ft.
Calicut
Kerala



Oberon Mall

3,50,000 sq. ft.
Cochin
Kerala



Ado Bayero Mall

7,00,000 sq. ft.
Kano
Nigeria

HBN Town Centre Sunrise City

1,00,000 sq. ft.
Bathinda
Punjab



Aashima Mall

5,50,000 sq. ft.
Bhopal
MP



HBN Town Centre Lake front

2,50,000 sq. ft.
Bathinda
Punjab



RP Mall

2,00,000 sq. ft.
Kollam
Kerala





Lonavala Square

1,50,000 sq. ft.
Lonavala
Maharashtra



K 10 Mall

1,65,000 sq. ft.
Jalna
Maharashtra



Malabar Mall

7,00,000 sq. ft.
Thrissur
Kerala

key expertise..

- Mall Management
- Mall Zoning
- Legal & lease agreements
- Tenant handbook
- Operations handbook
- Power conservation
- Circulation plan
- Tenant mix
- Adjacency mix
- Category mix
- Thematic plan
- Price point mix
- Brand mix, Events & promotions
- Asset management
- Disaster management
- Mall Marketing & Leasing
- Mall positioning
- Intelligent Building management system
- Contractors & service providers
- IPC management
- Lighting management
- Vertical & horizontal movement
- Multiplex, Food court
- Optimum Space utilization, entertainment zoning
- Services
- Value adds
- Re-orientation of Mall
- Signage's & Mall Directory
- NLI and much more.

Key people

Susil Dugarwal FRICS
Chief Mall Mechanic™

Ashok Jain
Director - Finance & Strategy

Siddharth Sahgal
Mall Mechanic™ &
Managing Director - BSMMP

Vivek Verma
President - Architecture

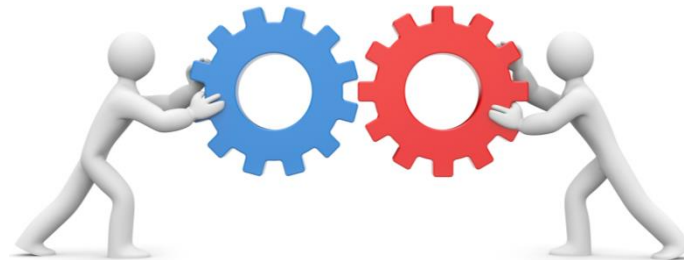
Bipin Bhise
President - Construction

Arun Kotian
Vice President – Retail Strategy

Associations

Beyond Squarefeet ties up with MAAD Retailing Studies Centre, Iran

with an aim is to work with all the stakeholders to create the right environment for the growth of the Mall developers and to encourage, develop, facilitate and support shopping centres to become modern and adopt best practices.



M R S C
MAAD RETAILING STUDIES CENTER
www.shoppingcenterconference.ir

Accolades & Certificates



Beyond Squarefeet conferred the Top 100 SME Award by MSME Ministry of India



Most Admired Shopping Centre Management Company of the Year 2012 – Finalist in the Indian Shopping Centre Awards



Mr. Susil S Dungarwal was honoured with the Real Estate Leadership Award.



Beyond Squarefeet was awarded the Best Shopping Mall Advisory Company (North)



Rated among the 100 Small & Big Business of the Year 2010 (Awards held by the Franchise India)



Nomination in Remy Awards 2010 for the “Best in Service Industry” category

Group's Ventures



Retail Recruitment Resources

India's 1st Retail executive search firm



India's 1st ecology based environment services company.



India's 1st unisex Home beauty service company

Our Offices

Corporate (services) Office:

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Hiranandani Gardens, Powai, Mumbai – 400076 India.
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Email: info@beyondsquarefeet.com

Delhi Office:

M20, Camero Complex, Subroto Park, New Delhi -10

Noida Office:

DLF Mall of India, Sector 18, Noida – 201301
Uttar Pradesh

Bhopal Office:

Aashima Mall, Hoshangabad Road, Bhopal - 462026
Madhya Pradesh

Doha Office:

P.O Box 55740, Doha, State of Qatar