



# A Brief Company Profile

**Beyond Squarefeet™ Advisory Pvt. Ltd.**  
shopping mall specialist™

India | Iran | Nigeria | Nepal | Qatar



NSIC - CRISIL  
SE 3A



Member of  
International Council  
of Shopping Centers



MEMBER OF  
MIDDLE EAST  
COUNCIL OF  
SHOPPING CENTRES

# 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 to operations level & beyond

## Ideas



## Innovations



## Implementation





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



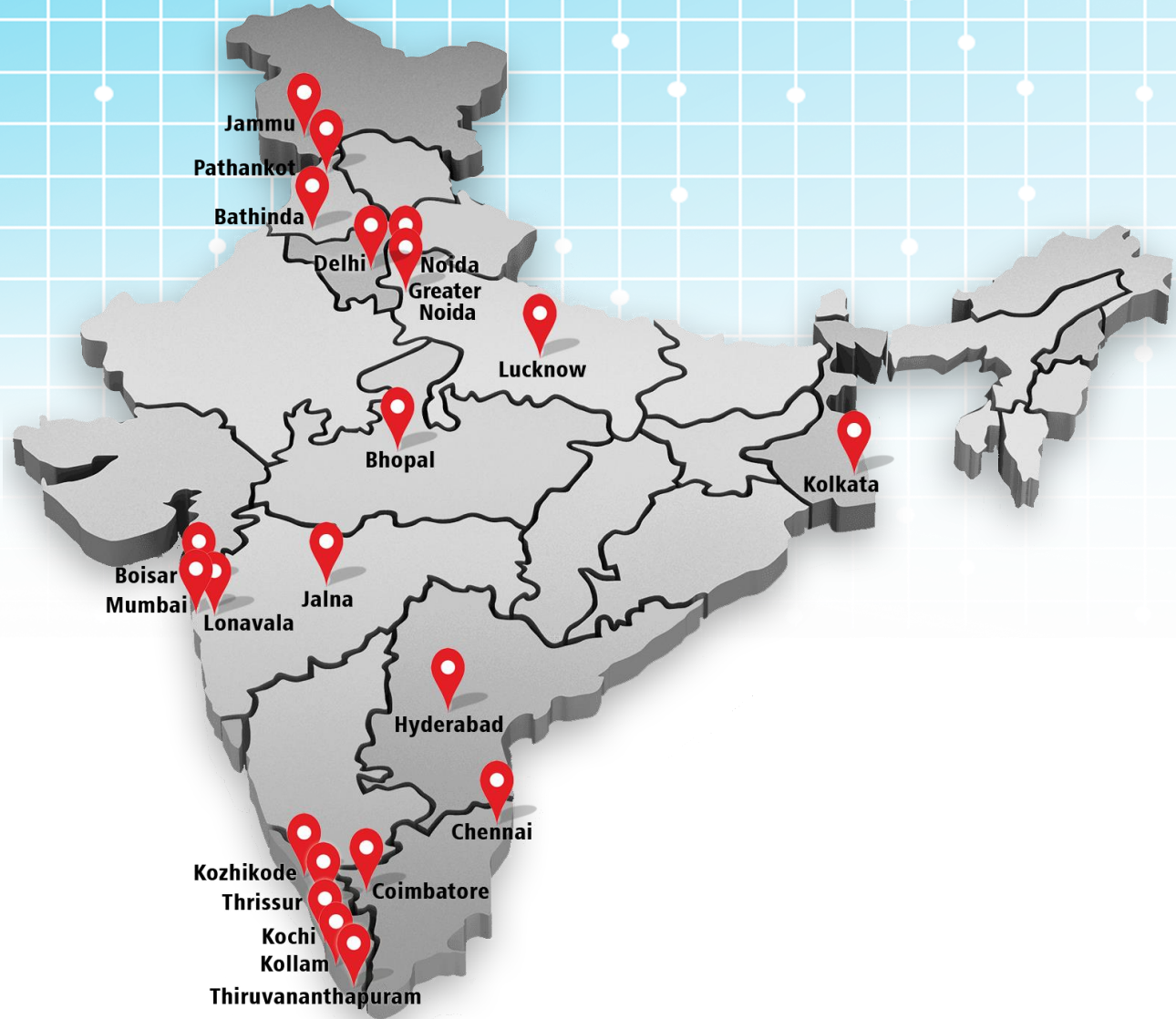


# OUR GLOBAL PRESENCE



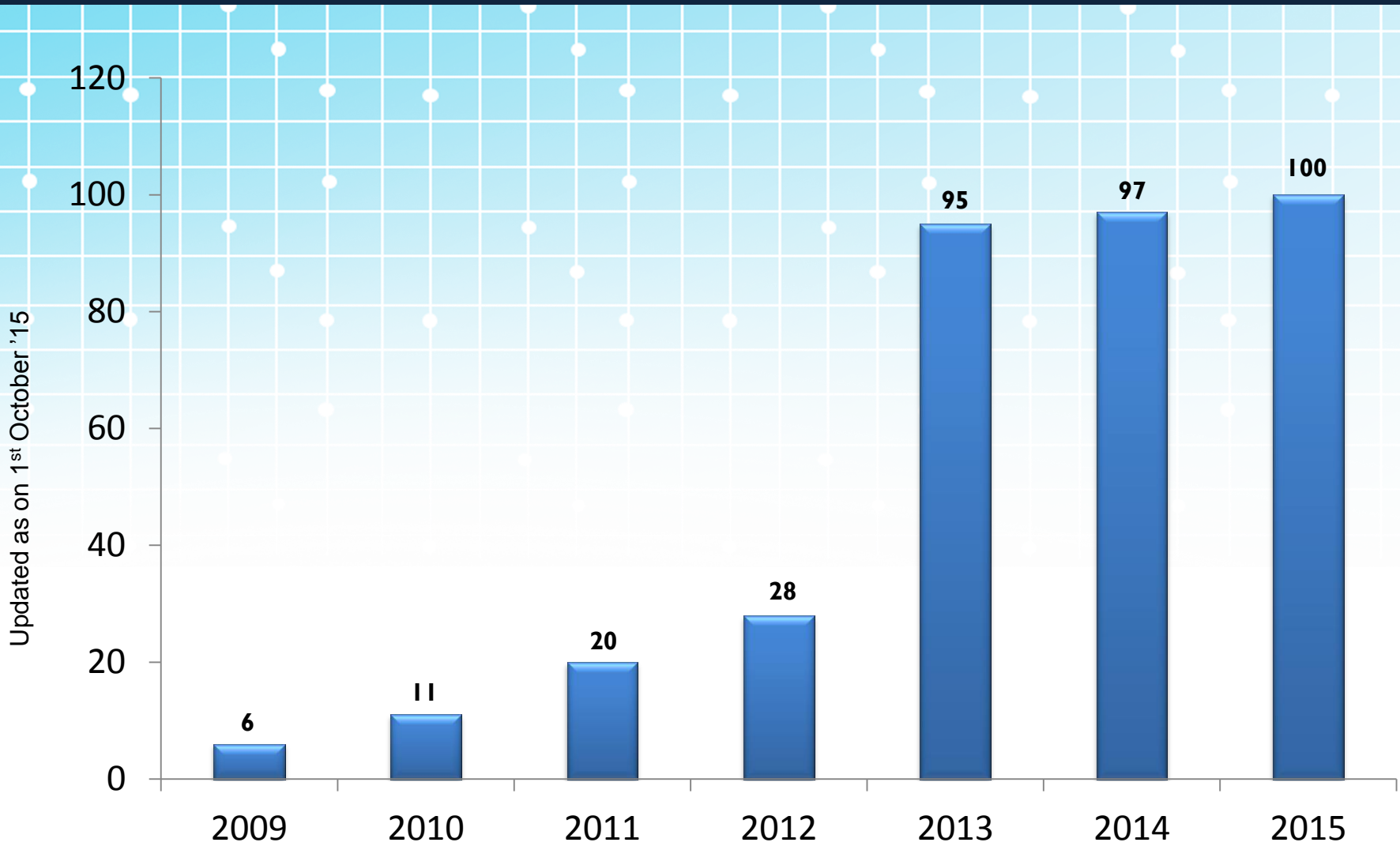


# OUR NATIONAL PRESENCE



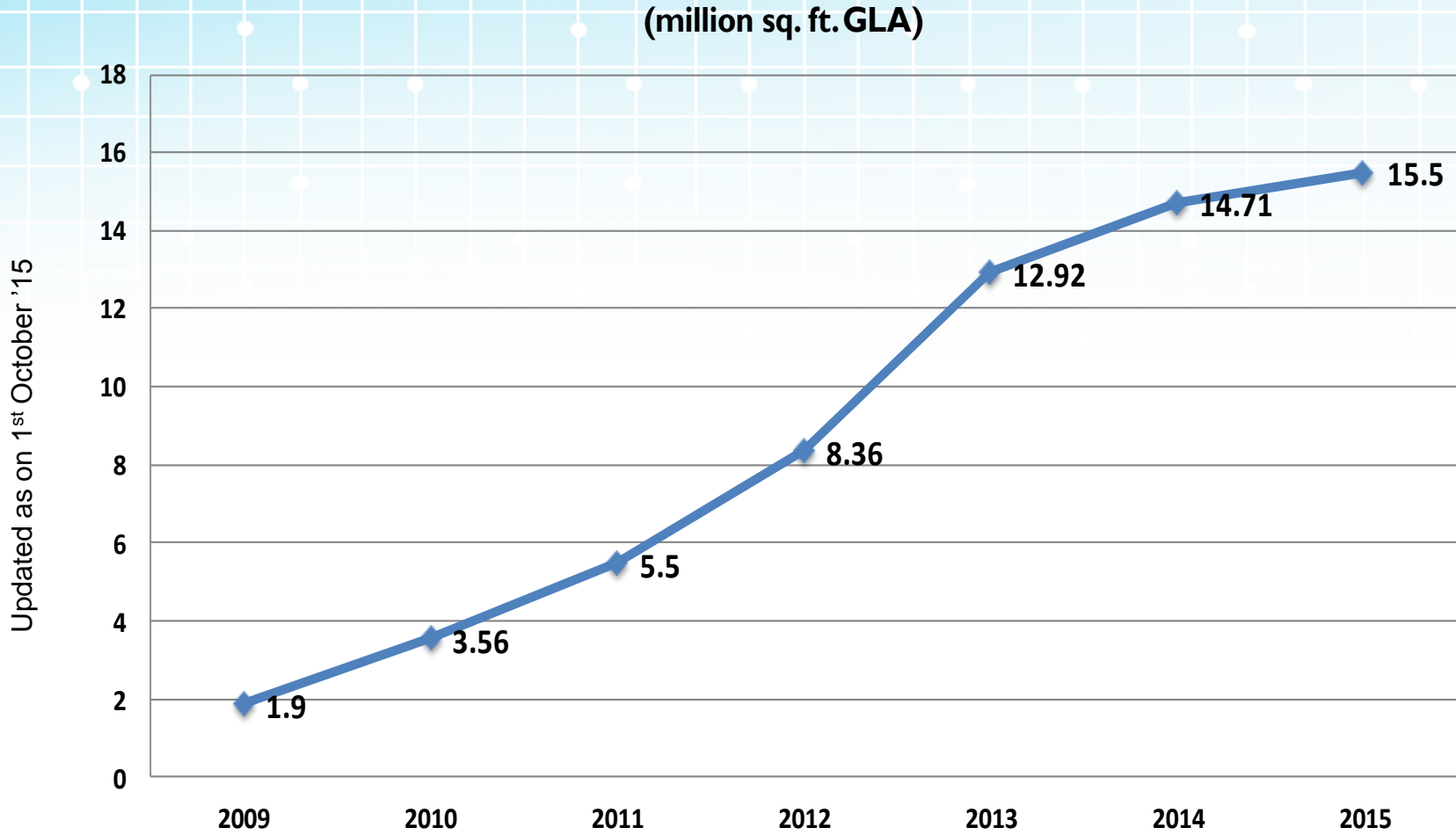


# TEAM STRENGTH





# AREA MANAGED





- One stop solution for overall mall business
- A process driven & practical experienced team with more than 150 man years of Senior Management Experience (Mistakes)
- A team of “Hands-on” professionals that has managed more than 40 million sq. ft., spread in various parts of the globe
- Value creation & value addition
- Specialises exclusively in shopping mall
- Product innovation



## 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 5 consecutive years
- ❖ Active presence on Social Networking platforms
- ❖ High awareness in the Mall / Retail Industry

## Environmental Awareness

- ❖ Environmentally responsible organisation
- ❖ Associated with India's 1st Leed Gold Certified Mall
- ❖ India's 1<sup>st</sup> Mall advisory company to provide Sustainable solutions for Shopping Malls





# OUR CLIENTS





# OUR CURRENT PROJECTS



## Mall of India

18,00,000 sq. ft.  
Noida,  
UP



## Vivira Mall

3,50,000 sq. ft.  
Chennai,  
Tamil Nadu

## Logix City Center

7,00,000 sq. ft.  
Noida,  
UP



## Alcazar

1,00,000 sq. ft.  
Hyderabad,  
Telangana

## Lucknow Town Centre

3,50,000 sq. ft.  
Lucknow,  
Uttar Pradesh



## Ado Bayero Mall

7,00,000 sq. ft.  
Kano,  
Nigeria



# OUR CURRENT PROJECTS



## HBN Town Centre Lake front

2,50,000 sq. ft.  
Bathinda,  
Punjab



## Golden Palm

2,80,000 sq. ft.  
Jammu

## HBN Town Centre Sunrise City

1,00,000 sq. ft.  
Bathinda,  
Punjab



## Aashima Mall

5,50,000 sq. ft.  
Bhopal,  
MP



## Palm Island

1,80,000  
sq. ft.  
Jammu



## Good Life

84,349 sq. ft.  
Boisar,  
Maharashtra

# OUR CURRENT PROJECTS



**Legend  
Broadway**  
1,70,869 sq. ft.  
Hyderabad,  
Telangana



**Malabar Mall**  
7,00,000 sq. ft.  
Thrissur,  
Kerala

## Novelty Mall

1,15,000 sq. ft.  
Pathankot,  
Punjab



## Lonavala Square

1,50,000 sq. ft.  
Lonaval,  
Maharashtra



**Gokulam Galleria**  
3,50,000 sq. ft.  
Calicut,  
Kerala



**K 10 Mall**  
1,65,000 sq. ft.  
Jalna,  
Maharashtra

# OUR CURRENT PROJECTS

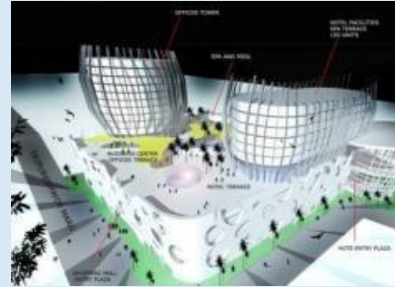
## Omaxe Connaught Place

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



## CG Mall

5,50,000 sq. ft.  
Kathmandu,  
Nepal



## Centrus Kolkata

72,568 sq. ft.  
Kolkata,  
West Bengal





# OUR PAST PROJECTS

## Parco Mall

3,50,000 sq. ft.  
Doha,  
Qatar



## Bergamo

34,000 sq. ft.  
Chennai,  
Tamil Nadu



## Neptune Magnet Mall

10,56,000 sq.ft.  
Mumbai,  
Maharashtra



## Moments Mall

6,00,000 sq. ft.  
Delhi



## Lulu International Shopping Mall

16,00,000 sq. ft.  
Cochin,  
Kerala



## Oberon Mall

3,50,000 sq. ft.  
Cochin,  
Kerala





- Mall Management
- Operations Handbook
- Power Conservation
- Events & Promotions
- Asset Management
- Disaster Management
- Intelligent Building Management System
- NLI And Much More
- Fit Out Management
- Tenant Handbook
- Circulation Plan
- Contractors & Service Providers
- Lighting Management
- Vertical & Horizontal Movement
- Multiplex, Food Court planning
- Optimum Space Utilization, Entertainment Zoning
- Value Add Services
- Re-orientation Of Mall
- Signage's & Mall Directory
- Mall Marketing & Leasing
- Mall Positioning
- Legal & Lease Agreements
- Mall Zoning
- Tenant Mix
- Adjacency Mix
- Category Mix
- Thematic Plan
- Price Point Mix
- Brand Mix
- IPC Management

# KEY TEAM MEMBERS

## Susil DUNGARWAL FRICS

• Chief Mall Mechanic®

## Sangeetha DUNGARWAL

• Joint Managing Director

## Ashok JAIN

• Director – Finance & Strategy

## Ravi KUMAR

• Mall Mechanic® & Director – Business Strategy

## Siddharth SAHGAL

• Mall Mechanic® & Managing Director – Mall Management

## Chandershekhar KAUL

• Mall Mechanic® & Chief Delivery Officer

## Vivek VARMA

• Mall Mechanic® & President - Architecture

## Bipin BHISE

• President – Construction

## Arun KOTIAN

• Mall Mechanic® & Vice President – Retail Strategy

## Sanjeev THAKUR

• Mall Mechanic® & Assistant Vice President -Leasing

## Abhijit BANIK

• Mall Mechanic® & Business Head – Fit out Management

## Sanjeev KUMAR

• Mall Mechanic® & Centre Manager – Aashima Mall



**Beyond Talent Management Pvt. Ltd.**

India's 1<sup>st</sup> retail executive search firm



**Terracon**

India's 1<sup>st</sup> ecological based environment services  
company.



Best Shopping Mall Advisory Company 2015



Top 100 SME Award by MSME Ministry of India



Best Retail Real Estate Consultant of the year 2014



Best Shopping Mall Advisory Company 2014



Mr. Susil S Dugarwal honoured with the Real Estate Leadership Award.



100 Small & Big Business of the Year 2010



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



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





# OUR OFFICES



## Mumbai Office:

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Email: [info@beyondsquarefeet.com](mailto:info@beyondsquarefeet.com)

CORPORATE OFFICE

BRANCH OFFICES  
IN INDIA

Delhi  
Noida  
Bhopal  
Pathankot  
Chennai  
Lucknow

## Nigeria Office:

Ado Bayero Mall, Kano, Nigeria

## Doha Office:

P.O Box 55740, Doha, State of Qatar

## Iran Office:

BRANCH OFFICES  
ABROAD



*Thank you*

**India | Iran | Nigeria | Nepal | Qatar**