



Beyond Squarefeet Presents



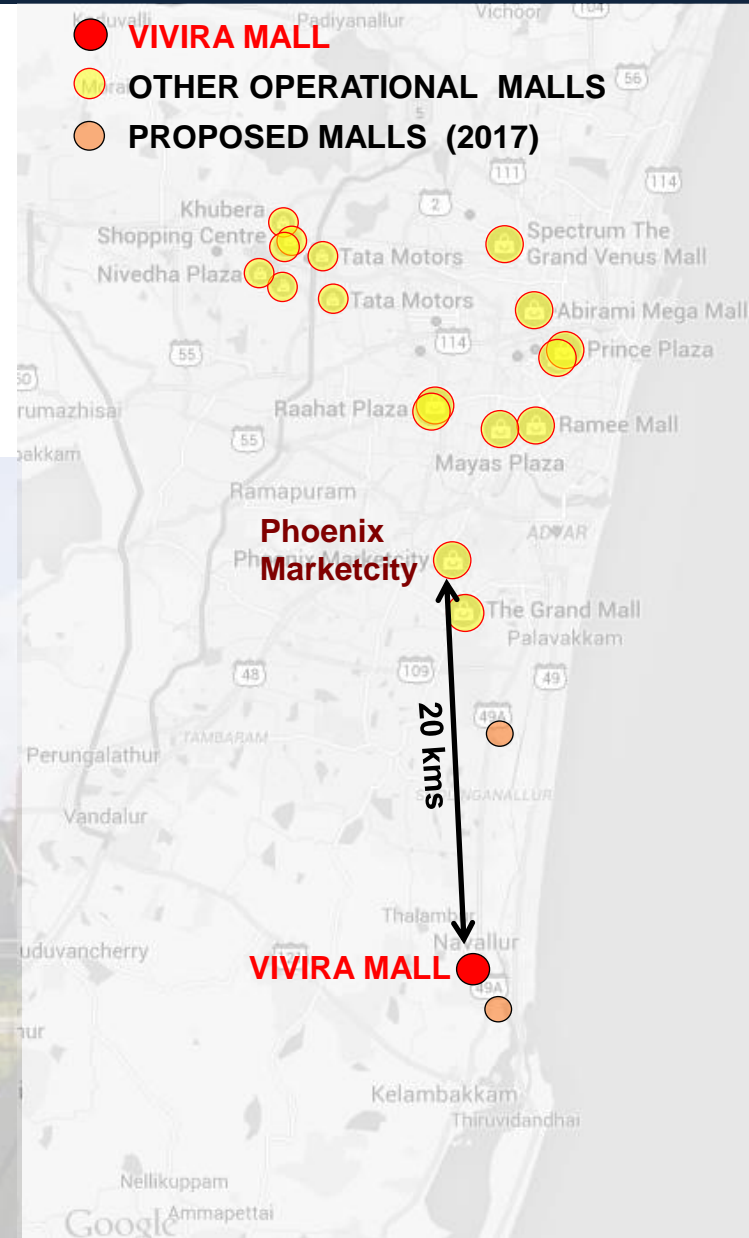
 The 1st Operational Mall on OMR (Chennai) 

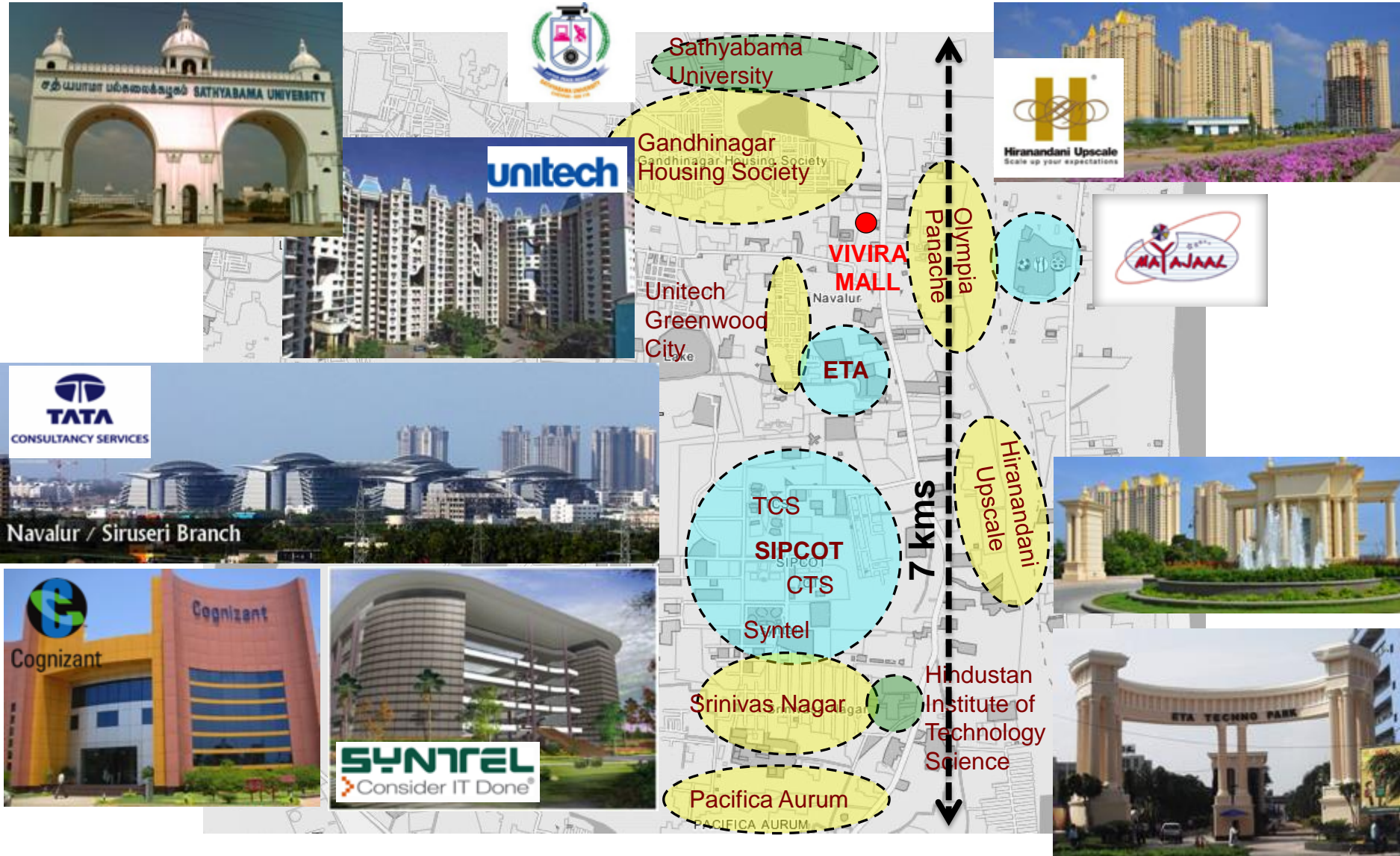
VIVIRA MALL is where consumers will come to explore the opportunity to enjoy a **one-stop experience** because of the mix of retailers and **convenience-oriented shopping** options in a place that feels like it's the **hub of the community**.

*IT reflects the personality of the community and becomes not only the convenient “go-to” center, but also the “**place to be**”*

- A ready to move-in Mall spread over **3.5 lac sq. ft. of GLA**
- Positioned to cater to the “**Value Conscious**” customers of its catchment.
- To be a **one stop destination** for about 6 lacs residential population and 2.5 lacs floating population.
- **Focuses on 4Fs** – Films, Food, Fashion &Fun.
- Aimed to cater to the **Youth & young families of the 2 lacs IT professionals** working in the immediate catchment.
- Houses a **1500 seater multiplex** with an average occupancy of 80%*. (Proposed to be upgraded to 2000 + seater)

- Located in **Navallur on OMR – 6 Lane Express Highway** in Chennai.
- Away from the already saturated organized retail market of Chennai City
- Strategically located in the middle of **IT corridor** buzzing with the top companies like **Infosys, CTS, TCS, Wipro, Accenture** etc.
- Surrounded by **60,000 residential units.**
- The catchment also has many hotels like **Ibis, Novatel**, etc





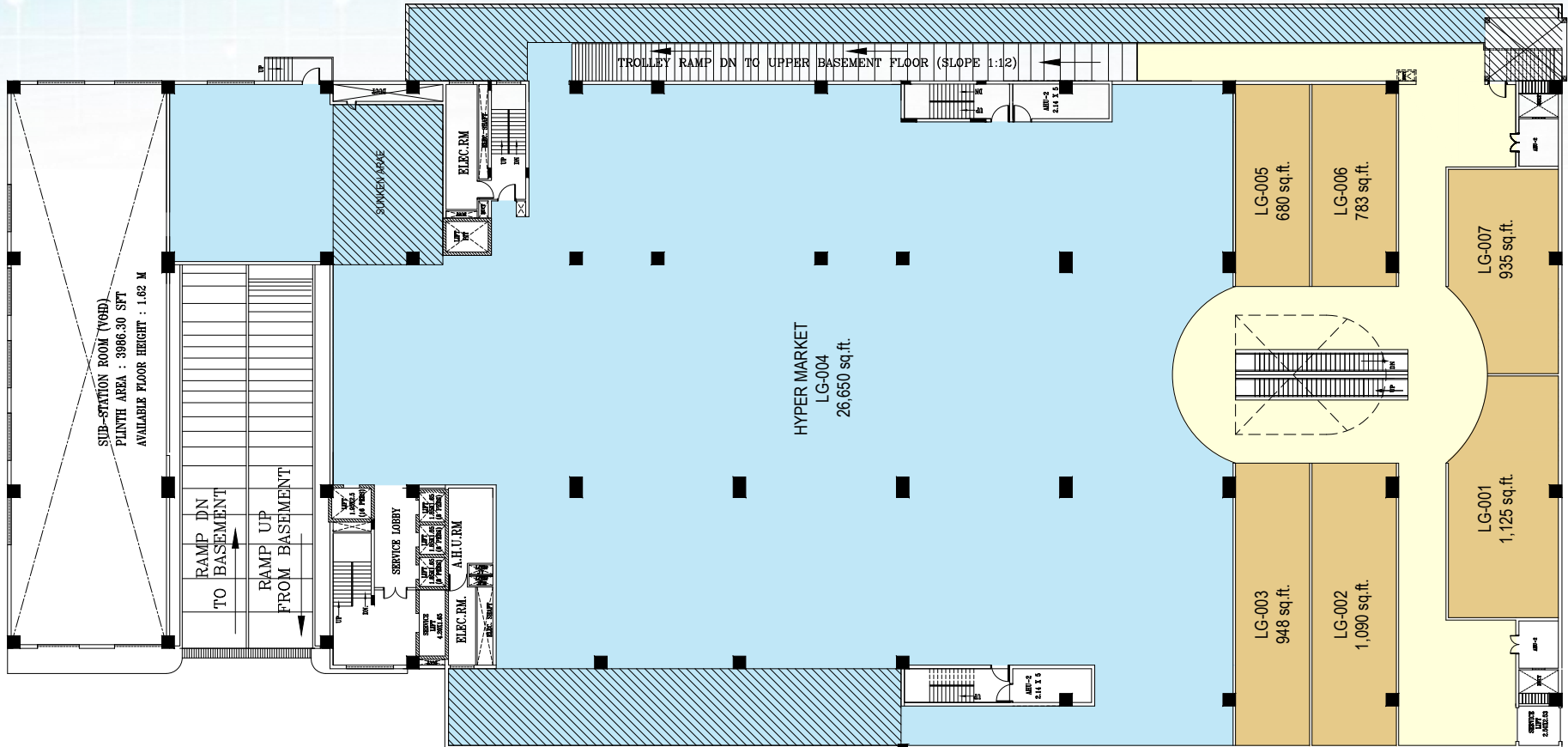
Catchment Images of Vivira Mall



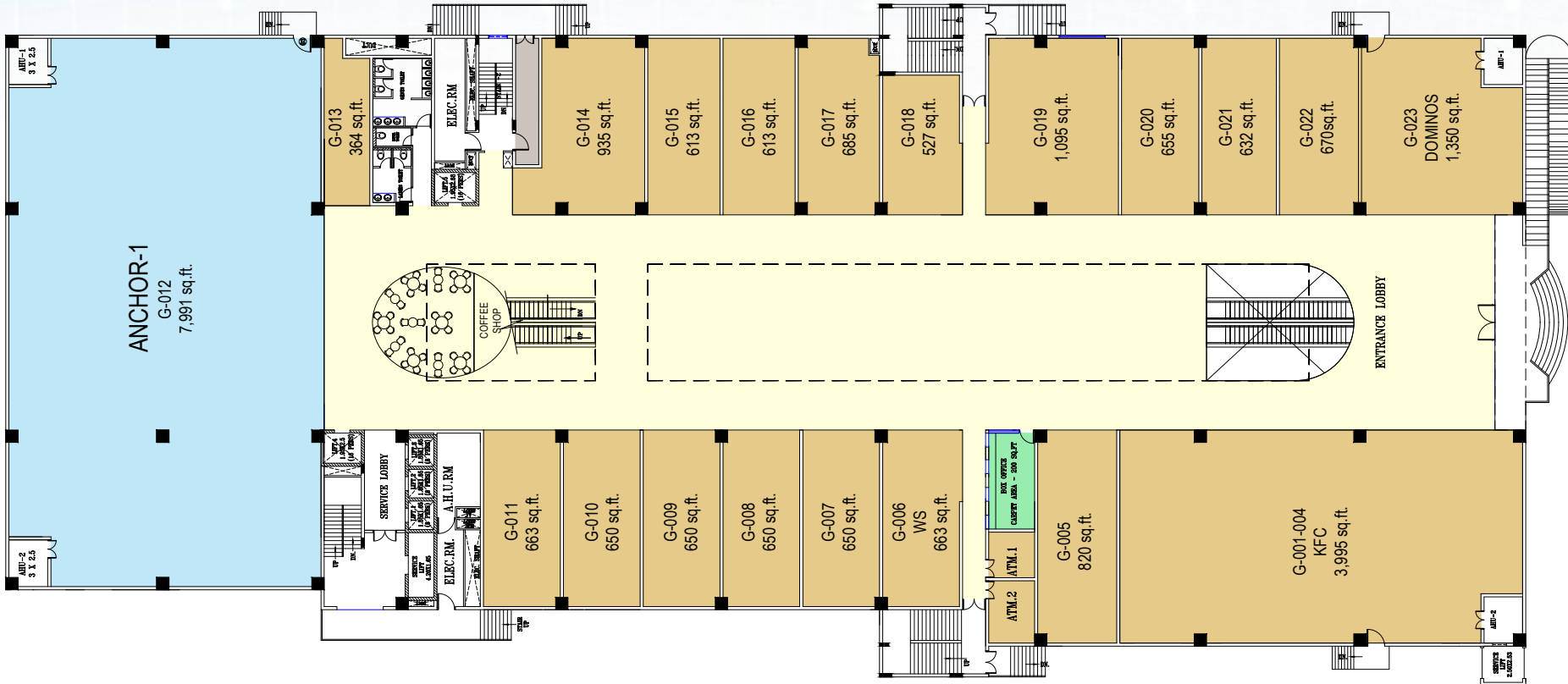
- **1st Mall of OMR** – Encash First Mover Advantage
- **Ready For Fit-Outs**
- **No Competition** (atleast for 2 years)
- **Professionally Managed Mall**
- **Totally Leased Model**
- Promoted by **Young & Dynamic Leadership.**
- **Ever Growing Catchment** to enhance demand/sales



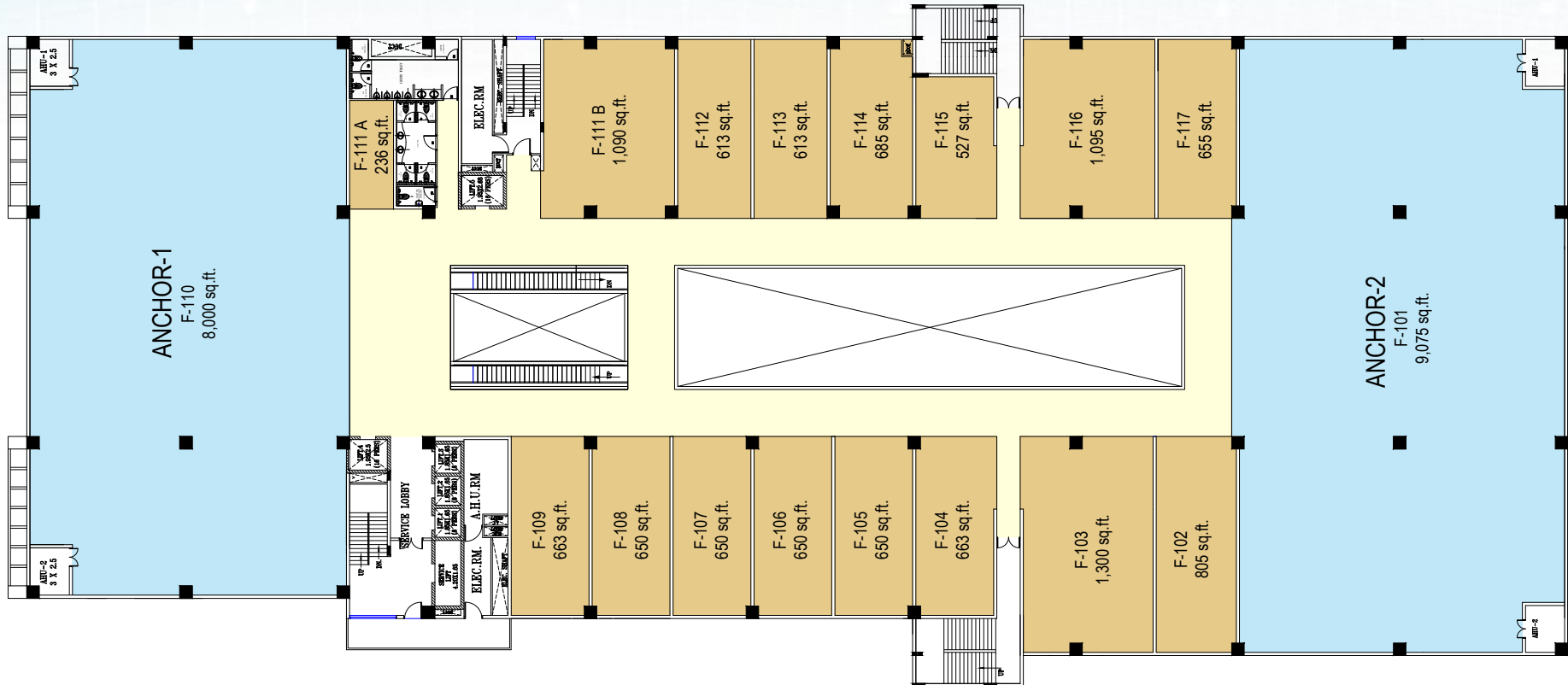
This floor will be predominantly a floor hosting the **Hypermarket** with a little sprinkle of impulse shopping



This floor hosts KFC & Dominos as food Anchor. It will further be abuzz with Mixed Fashion, Jewelry, Accessories, Women Fashion... and much more.....!!!

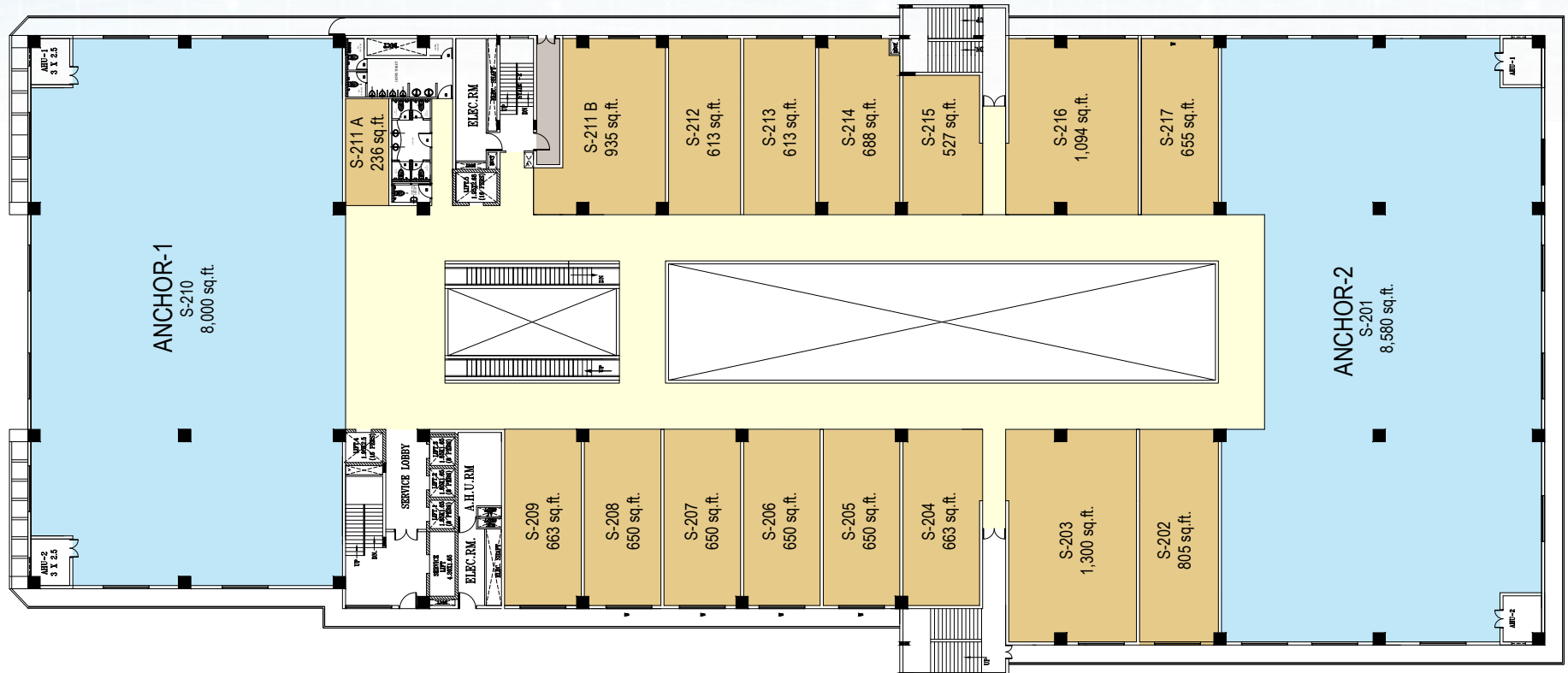


This floor will have a warm feel with Fashion Anchor, Women's Fashion, Shoes & Home Accessories - a one stop floor which caters to all HER needs...!!

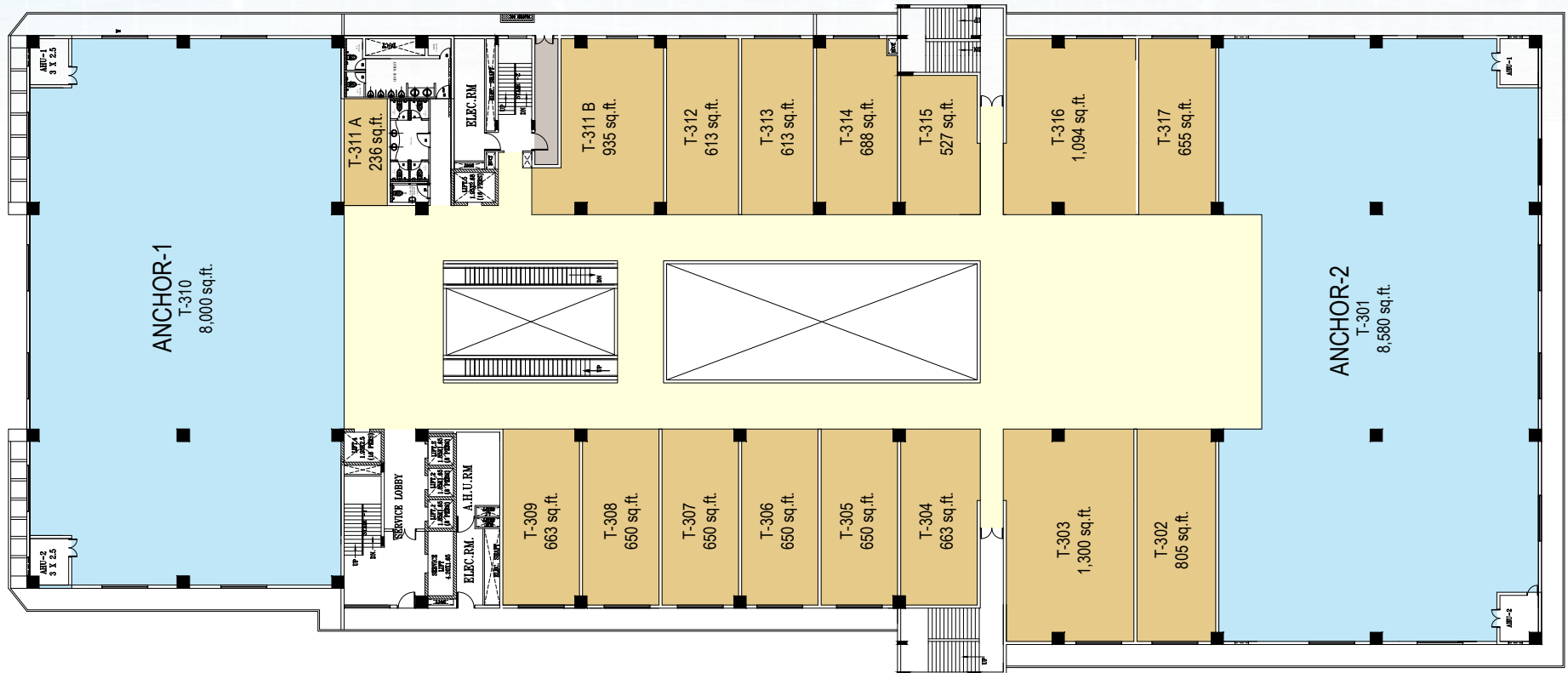


Second Floor Plan

This floor will comprise of Home Décor, Electronics, Toysand lure the customer to come to this floor ...!!

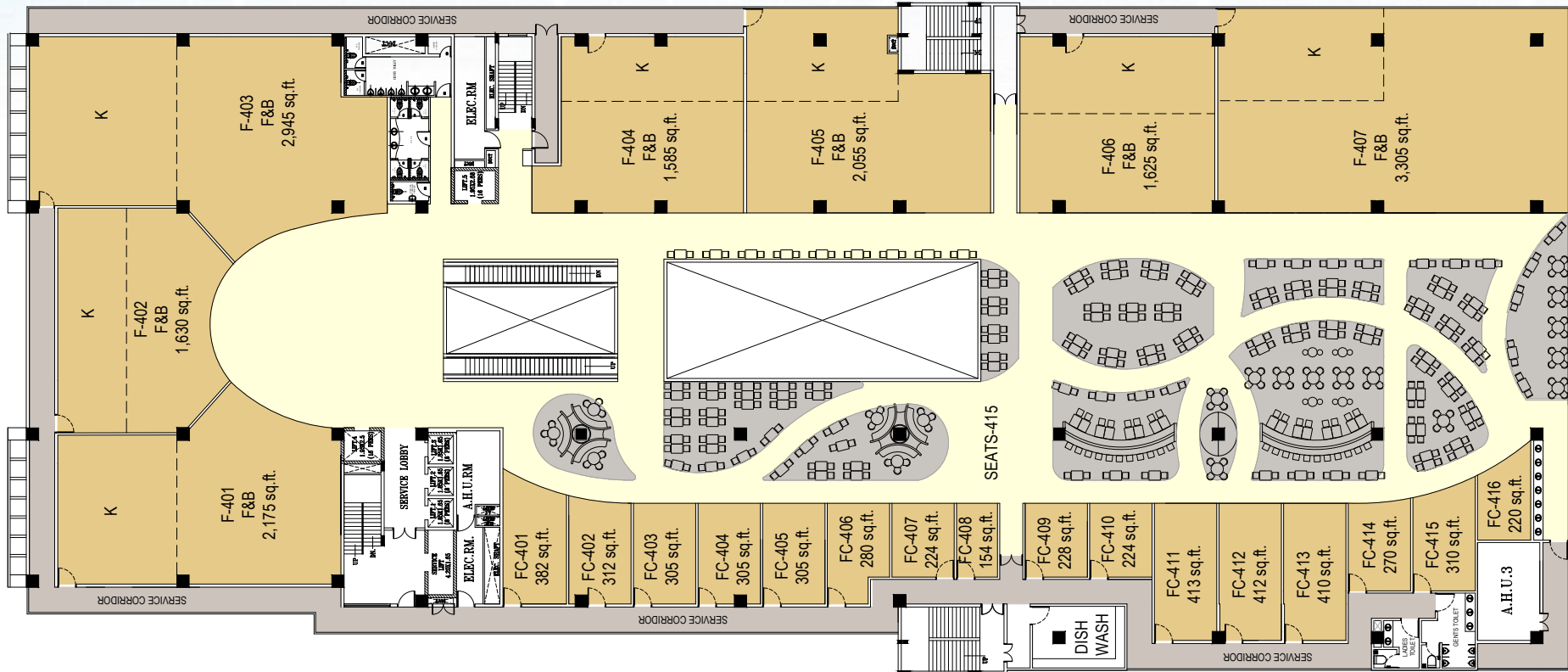


This floor will be completely dedicated to **Family Entertainment Centre** with pulse racing games and activities. A part of the floor will carry the **Regional Flavour** of Chennai

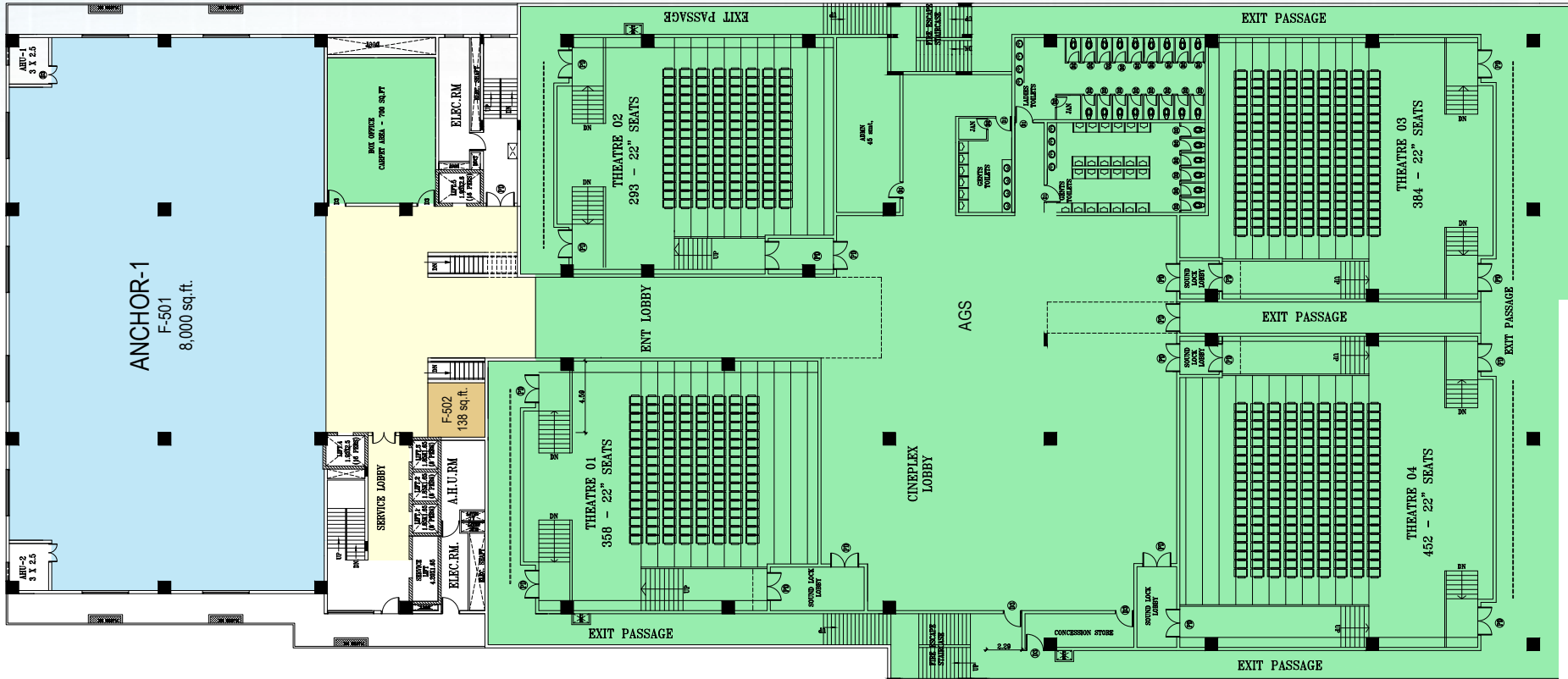


Fourth Floor Plan

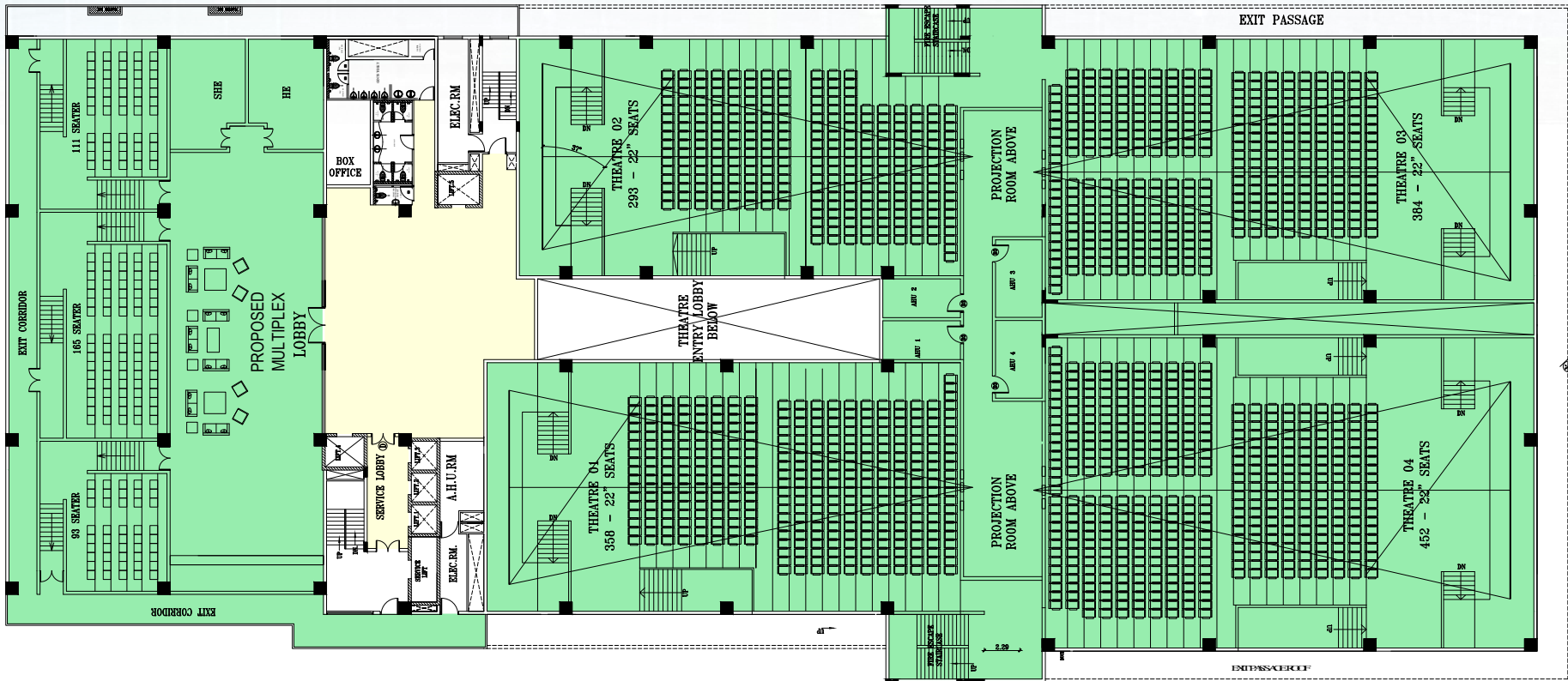
This floor will be exclusively dedicated to **F & B**, with a lavish **Food Court & Fine Dining** options



This floor will give **great cinema experience** to movie lovers with Wax Museum / Exhibition Hall or so to keep the floor abuzz with activities.



This floor is the extension of the **great cinema experience** to movie lovers at Vivira Mall.



- First Mall to have a **2,000 Seater Multiplex**, in OMR
- **Potential** to increase **Multi-Level Car Park (MLCP)** on the back side
- **Catchment** is **growing** at the rate of **20% YOY**
- One complete **floor dedicated** to (50,000 Sq. ft.) **Food Court & Fine Dining**
- **Catchment** purely of youth & Young Families, with **high propensity to spend**
- **Scientifically Zoned Mall**, Managed by a Professional Company

Alcazar
1st Luxury Mall
of Hyderabad



Palm Island Mall- Jammu
Mall in Heart of City



Golden Palm- Jammu
Jammu's Largest Mall



Novelty Mall
Pride of Pathankot



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