

A Brief Company Profile

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

India | Iran | Nigeria | Nepal | Qatar



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, Retail 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.

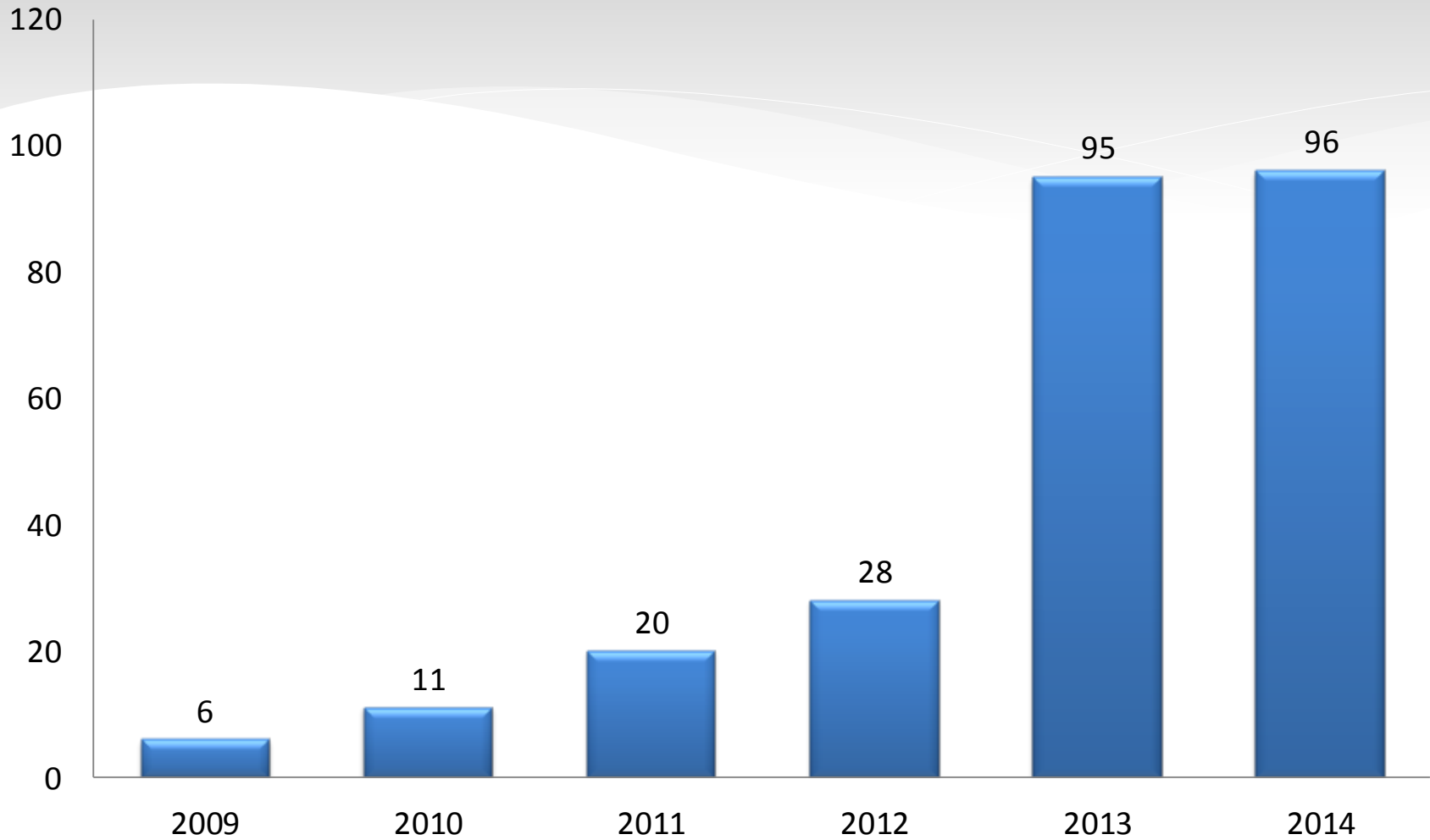
Some of the key Services are:

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

Our Presence

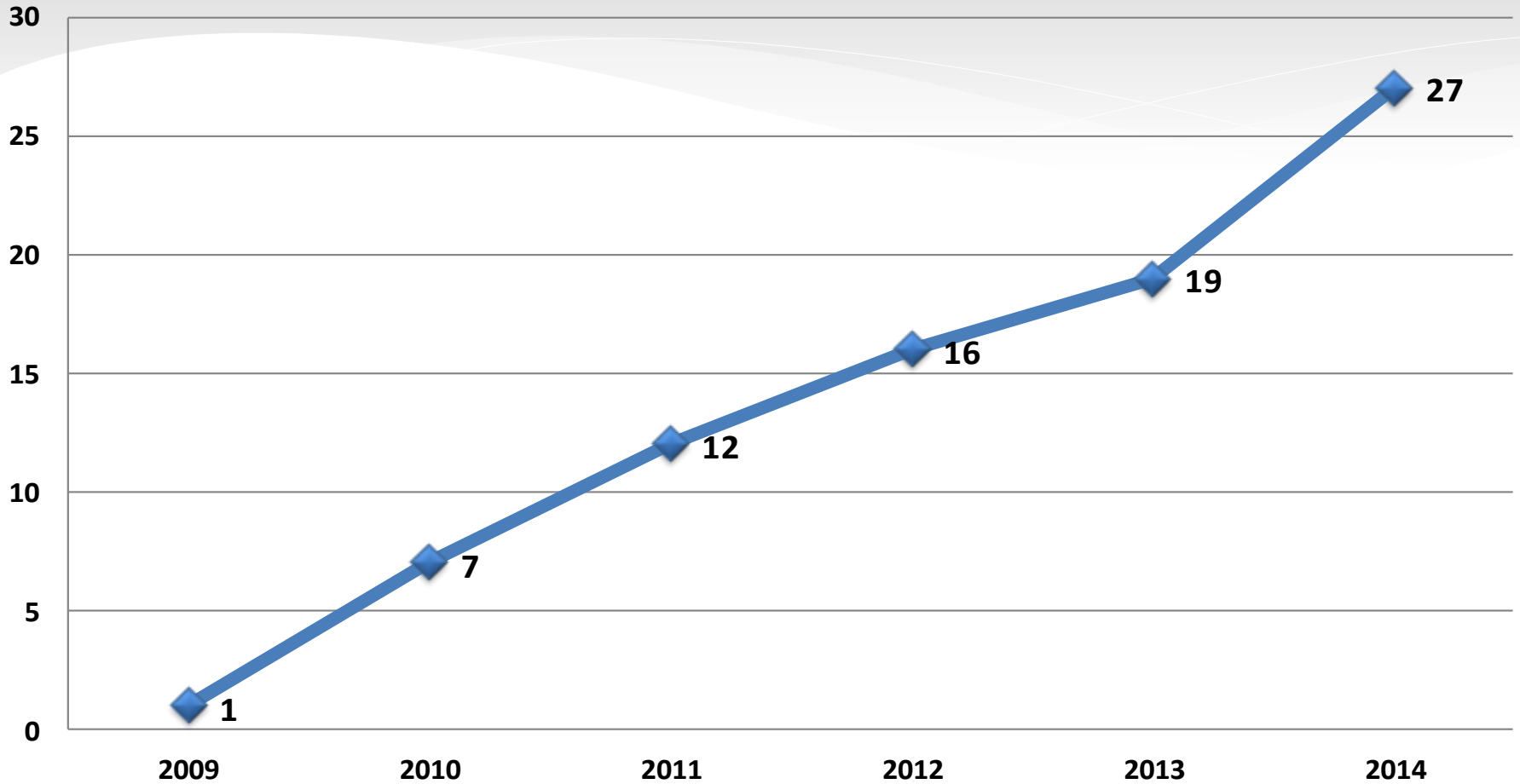


Team strength



* Data as on November 2014

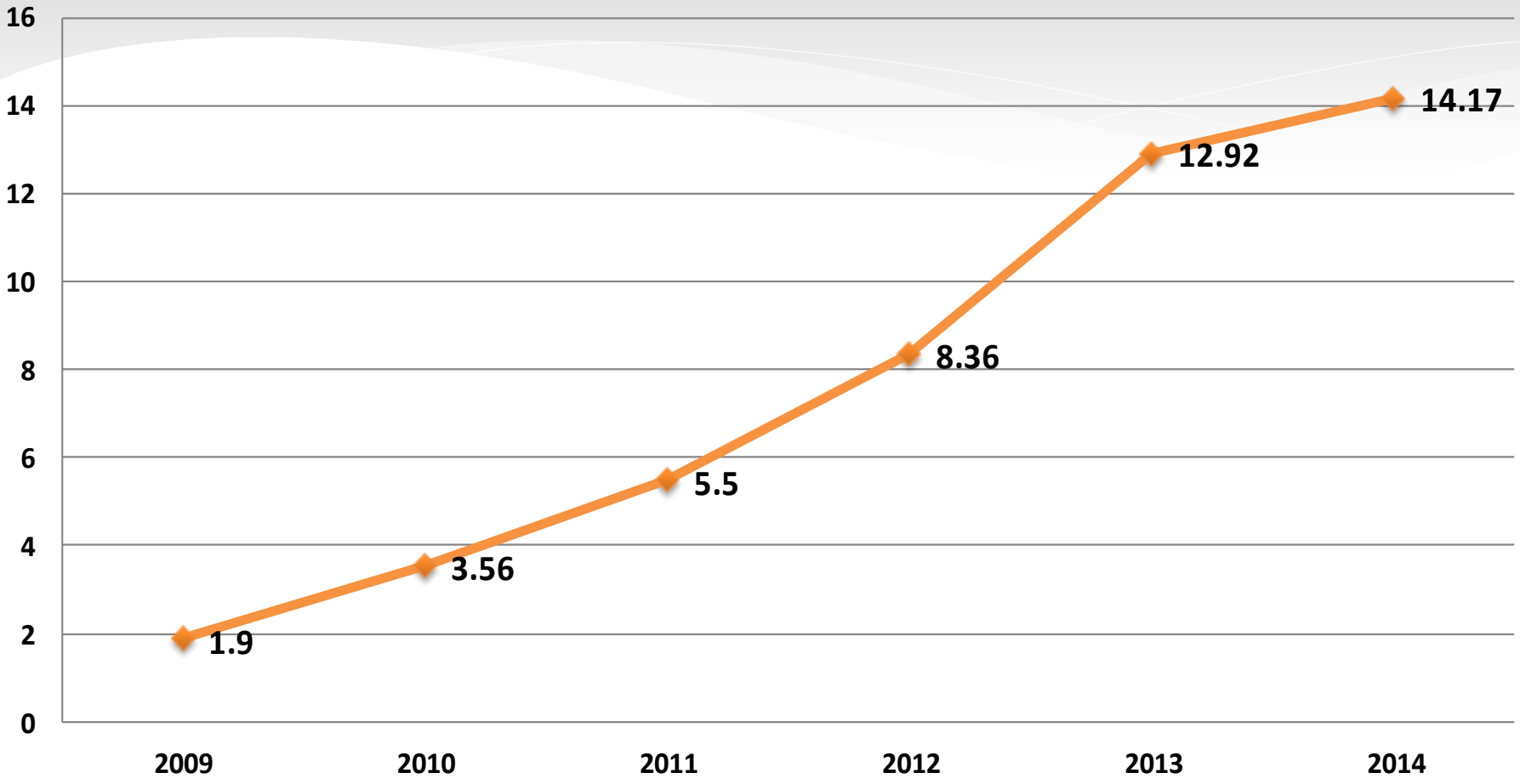
Projects



* Data as on November 2014

Area Managed

(million sq. ft. GLA)



* Data as on November 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
- ❖ India’s 1st Mall advisory company to provide Sustainable solutions for Shopping Malls



Our Clients



Team associated with



Haiko Mall, 1,25,000 sq. ft. space in Powai, Mumbai



Eva Mall, 1,25,000 sq. ft. speciality Ladies Mall in Bangalore.



Galleria Mall , 3,50,000 sq. ft. Boutique Mall in Powai, Mumbai.



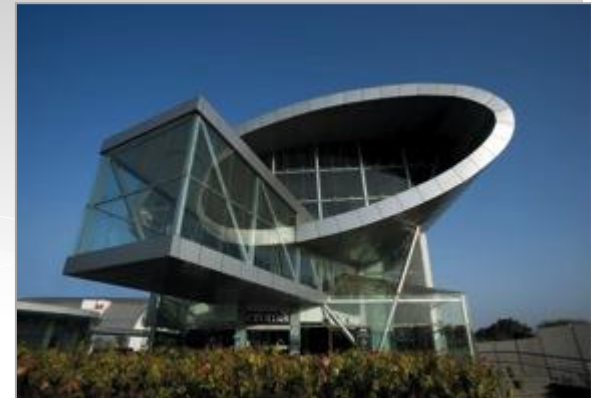
Forum Value Mall, a 3,00,000 sq. ft. discount mall in Bangalore



Forum Mall, 3,50,000 sq. ft. in Bangalore



Forum Mall, 10,50,000 sq. ft. Mix Use Mall & Office Space in Hyderabad



Ishanya Mall, 7,00,000 sq. ft. design centre Mall in Pune.



Forum Mall, 12,00,000 sq. ft. space that comprises of Shopping Mall, Office Spaces & Hotel in Chennai



Mall of Goa, 7,50,000 sq. ft. Portuguese themed Mall in Goa

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



momentr

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



Current Projects



Mall of India

18,00,000 sq. ft.
Noida
UP



Ado Bayero Mall

7,00,000 sq. ft.
Kano
Nigeria

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



Centrus Kolkata

72,568 sq. ft.
Kolkata



**HBN Town Centre
Lake front**

2,50,000 sq. ft.
Bathinda
Punjab



Golden Palm

2,80,000 sq. ft.
Jammu
Jammu & Kashmir

**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
Jammu & Kashmir



Good Life

84,349 sq. ft.
Boisar
Maharashtra



Legend Broadway

1,70,869 sq. ft.
Hyderabad
AP



Malabar Mall

7,00,000 sq. ft.
Thrissur
Kerala

RP Mall

2,00,000 sq. ft.
Kollam
Kerala



Lonavala Square

1,50,000 sq. ft.
Lonavala
Maharashtra



Gokulam Galleria

3,50,000 sq. ft.
Calicut
Kerala



K 10 Mall

1,65,000 sq. ft.
Jalna
Maharashtra

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.

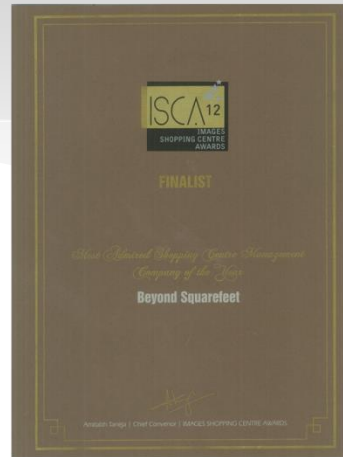


M R S C
MAAD RETAILING STUDIES CENTER
www.shoppingcenterconference.ir

Accolades & Certificates



Top 100 SME Award by MSME
Ministry of India



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



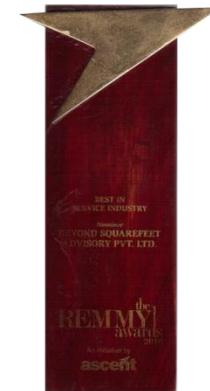
Mr. Susil S Dungarwal
honoured with the Real Estate
Leadership Award.



Best Shopping Mall Advisory
Company (North India)



100 Small & Big Business of the
Year 2010



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

Group's Ventures



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:

Beyond Squarefeet Advisory Pvt. Ltd.
203, El-Tara, Off Orchard Avenue,
Hiranandani Gardens, Powai, Mumbai – 400076 India.
Contact: 91.22.4219.0700
Email: info@beyondsquarefeet.com

Delhi Office:

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

Bhopal Office:

Aashima Mall, Hoshangabad Road, Bhopal - 462026
Madhya Pradesh

Noida Office:

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

Doha Office:

P.O Box 55740, Doha, State of Qatar

Nigeria Office:

Ado Bayero Mall, Kano, Nigeria