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Content



Jammu City Facts

Golden Palms Mall Facts

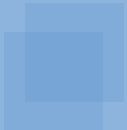
Golden Palms Mall Location & Catchment

Market Intelligence

Competition Analysis

Proposed Trade & Category Mix

Jammu City Facts



□ Jammu City Facts –

- Jammu is the winter capital for Jammu & Kashmir state from November to April when all the offices move from Srinagar to Jammu.
- It is termed as a Class 1 in the Urban Agglomerations / Metropolitans in India.
- The city spreads around the banks of Tawi river with the old city (*where Palm Island Mall is located*) overlooking it from the north (right bank) while the new neighbourhoods spread around the southern side (left bank) of river.

□ Jammu as per 2011 census

Description	Total	Male	Female
Population	651,826	350,035	301,791
Literates	528,017	294,652	233,365
Children (0-6)	58,424	31,979	26,445
Average Literacy (%)	88.98	92.64	84.75
Sex Ratio	862		

□ Jammu Economy –

- Jammu city is the main cultural and economic centre of the administrative division of Jammu.
- The city has a number of small industries. The industrial estates of Gangayal and Bari-Brahmana are the largest in the entire state. Jammu has a number of food grain mills.

□ Jammu Tourism –

- Tourism is the largest industry in Jammu as in the rest of the state. It is also a focal point for the pilgrims going to Vaishno Devi and Kashmir valley.
- It is second last railway terminal in North India.
- All the routes leading to Kashmir, Poonch, Doda and Laddakh start from Jammu city. So throughout the year the city remains full of people from all the parts of India.
- Jammu Airport has direct flights to Srinagar, Delhi, Amritsar, Chandigarh, Leh, Mumbai and Bengaluru.
- Places of interest include old historic palaces like Mubarak Mandi, Purani Mandi, Rani Park, Amar Mahal, Bahu Fort, Raghunath Temple, Ranbireshwar Temple, Karbala, Peer Meetha, and Old city.

Golden Palms Mall Facts





❑ Mall Facts –

- ✓ GLA – 180,000 sqft
- ✓ Floor Plate Size – Approx. 25,000 sqft
- ✓ Total Number of Stores – 140
- ✓ Retail Levels – LG + 5
- ✓ Basement Parking – 2 levels (375 cars)

❑ Developed by –



- ✓ **Adarsh Buildestate Ltd.**



❑ Strategic advantage –

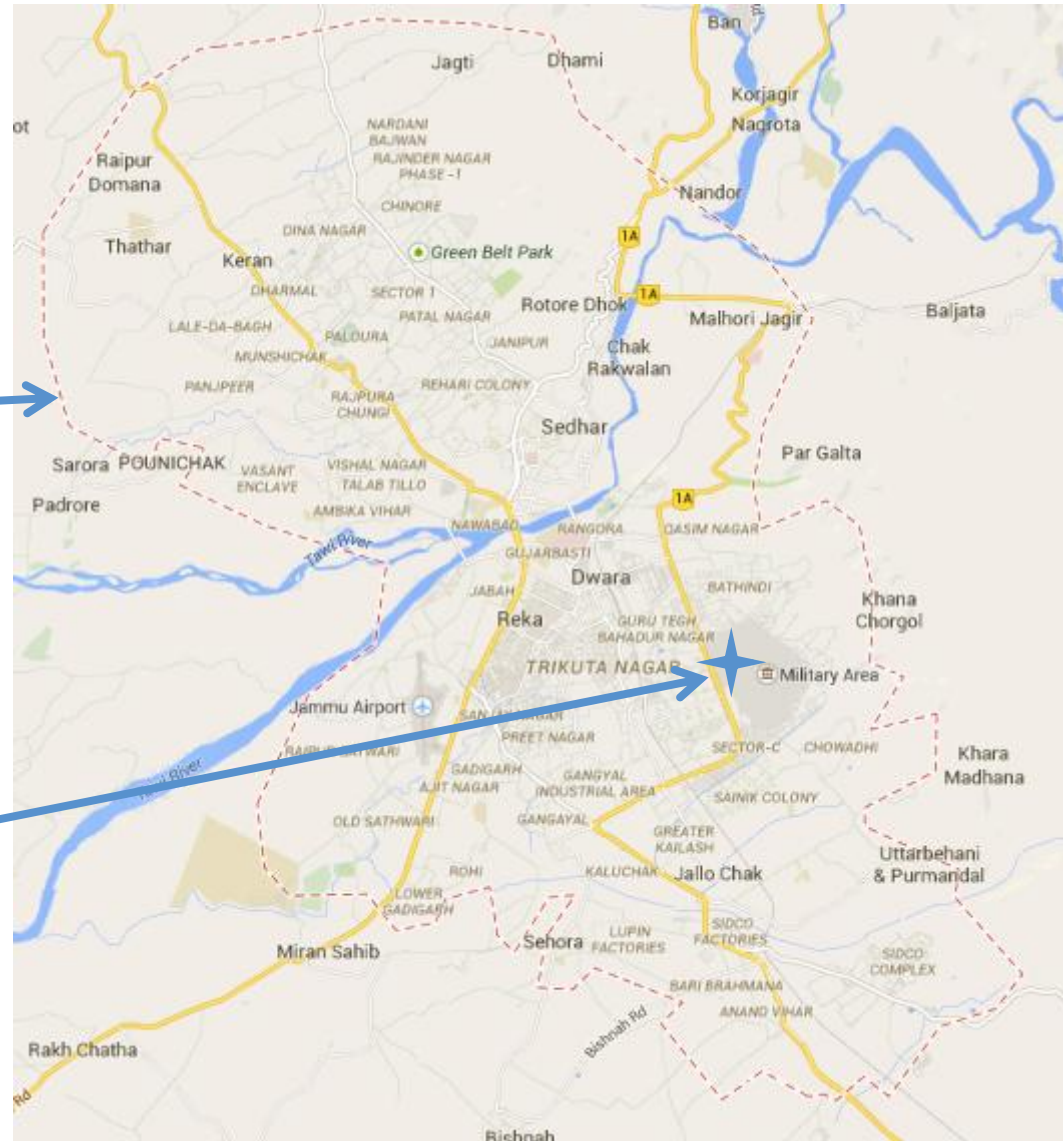
- ✓ Located at NH1 Bye Pass road
- ✓ Most Promising Urban Development
- ✓ Corporate Offices and Luxury Hotel
- ✓ Jammu's 1st Grand Cinemas with 26,000 sqft
- ✓ 43,000 sqft for Lifestyle Anchor
- ✓ 27,000 sqft for hypermarket
- ✓ Positioned as the complete Destination Mall

Golden Palms Mall **Current Status & Catchment**

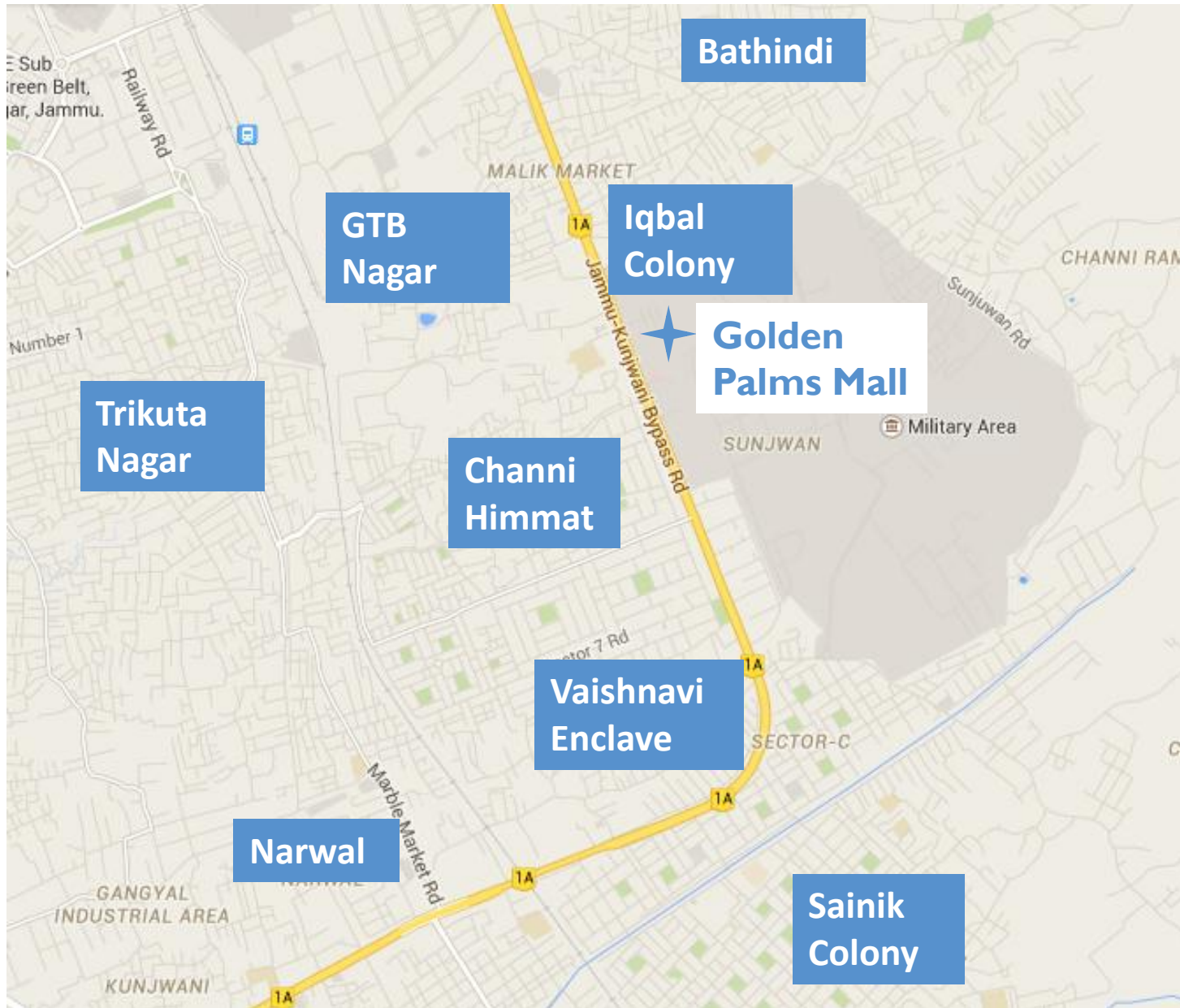


**Jammu City
Outline**

**Golden
Palms Mall**



PALM ISLAND MALL CATCHMENT (30 MIN)



Market Intelligence

Apsara Road, Gandhinagar

SR. NO.	BRAND	CATEGORY	SR. NO.	BRAND	CATEGORY
1	Adidas	Sports / Fitness	21	Raymond	Men Fashion
2	Allen Solly	Mixed Fashion	22	Red Tape	Shoes(Women, Men, Kids)
3	Archies	Home, Gifts & Leisure	23	Reebok	Sports / Fitness
4	Bhatia Son's	Departmental Store	24	Samsung	Electronics/Office
5	Blackberry	Men Fashion	25	Shankar Shah Jeweller	Jewellery & accessories
6	Bombay Dyeing	Home, Gifts & Leisure	26	Sony	Electronics/Office
7	Canon	Electronics/Office	27	Titan / Fastrack	Jewellery & accessories
8	CCD	Food & Restaurants	28	Titan Eye	Jewellery & accessories
9	Dukes	Mixed Fashion	29	UCB	Mixed Fashion
10	Fab India	Mixed Fashion	30	US Polo	Mixed Fashion
11	Fila	Sports / Fitness	31	Woodland	Shoes(Women, Men, Kids)
12	Jandyal Optics	Jewellery & accessories	32	Yougal Sons	Mixed Fashion
13	Kapsons	Departmental Store	33	Nike	Sports / Fitness
14	Lakshita	Women Fashion	34	Nokia	Electronics/Office
15	Levis	Mixed Fashion	35	Octave	Men Fashion
16	Lilliput World	Children Fashion & Toys	36	Pahalwan's	Food & Restaurants
17	Madame	Women Fashion	37	PC Jeweller	Jewellery & accessories
18	Monalisa	Departmental Store	38	Peter England	Men Fashion
19	Monte Carlo	Mixed Fashion	39	Rakesh Jewellers	Jewellery & accessories
20	Mulkh Raj Ashok Kumar Jeweller	Jewellery & accessories	40	Rayban	Jewellery & accessories

Bahu Plaza, Railway Road

SR. NO.	BRAND	CATEGORY
1	Barista	Food & Restaurants
2	CCD	Food & Restaurants
3	Dominos	Food & Restaurants
4	Kobe Sizzler	Food & Restaurants
5	Moti Mahal Delux	Food & Restaurants
6	Nescafe	Food & Restaurants
	Pizza Hut	
7	Restaurant	Food & Restaurants
8	Rayban	Jewellery & accessories

Residency Road, Raghunath Bazaar

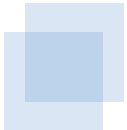
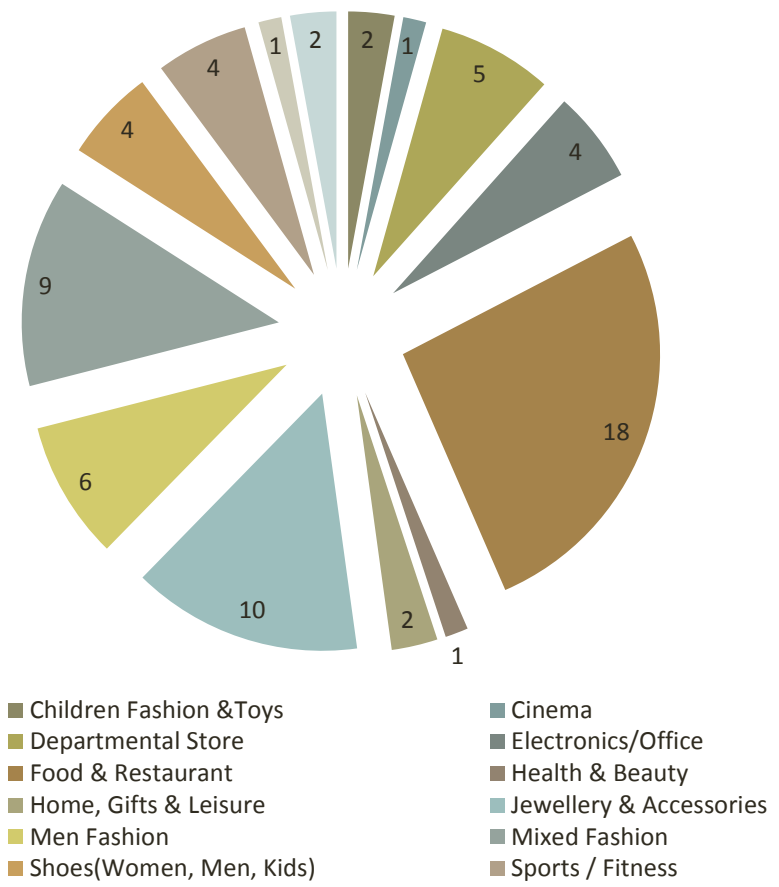
SR. NO.	BRAND	CATEGORY
1	Bata	Shoes(Women, Men, Kids)
2	CCD	Food & Restaurants
3	McDonalds	Food & Restaurants
4	Numero Uno	Men Fashion
5	Peter England	Men Fashion
6	Sagar Ratna	Food & Restaurants

Bakshi Nagar/ Canal Road / Gol Market / Gulab Singh Market / Talab Tillo Road

SR. NO.	BRAND	CATEGORY
		Shoes(Women, Men, Kids)
1	Liberty Shoes	Shoes(Women, Men, Kids)
2	Vishal Mega Mart	Departmental Store
3	Baskin Robbins	Food & Restaurants
4	Bikanos Restaurant	Food & Restaurants
5	Tanishq	Jewellery & accessories
6	Monika	Supermarket
7	Nescafe	Food & Restaurants
8	Spykar	Mixed Fashion
9	Jawed Habib	Health & Beauty
10	Me & Moms	Children Fashion & Toys
11	Barista	Food & Restaurants
12	Dominos	Food & Restaurants
13	KC Cinema	Cinema
14	Pizza Hut Restaurant	Food & Restaurants
15	Westside	Departmental Store
16	Easy Day	Supermarket

CATEGORY PRESENCE IN MAJOR HIGH STREETS

SR. NO.	CATEGORY	NO. OF STORES
1	Children Fashion & Toys	2
2	Cinema	1
3	Departmental Store	5
4	Electronics/Office	4
5	Food & Restaurant	18
6	Health & Beauty	1
7	Home, Gifts & Leisure	2
8	Jewellery & Accessories	10
9	Men Fashion	6
10	Mixed Fashion	9
11	Shoes(Women, Men, Kids)	4
12	Sports / Fitness	4
13	Supermarket	1
14	Women Fashion	2
	Total	70



Competition Analysis – **City Square Mall** **Wave Mall**



❑ Mall Facts –

- GLA (Carpet) – 90,000 sqft
- Floor Plate Size – 22,500 sqft
- Total Number of Stores – 35
- Retail Levels – GF + 3
- Launch Date – May 2008.
- Promoter –
- Basement Parking – No.
- Location – Dogra Chowk, Old Heritage City.



FLOOR	BRAND	CATEGORY
GF	Yougal Sons	Mixed Fashion
GF	Pepe	Mixed Fashion
GF	Levi's	Mixed Fashion
GF	WOT	Jewellery & accessories
GF	Madame	Women Fashion
GF	Monte Carlo	Mixed Fashion
GF	Octave	Men Fashion
GF	Adidas	Sports / Fitness
GF	Whistles	Women Fashion
FF	Kapkid	Children Fashion & Toys
FF	Reebok	Sports / Fitness
FF	Numero Uno	Mixed Fashion
FF	US Polo	Men Fashion
FF	UCB	Mixed Fashion
FF	WOT	Jewellery & accessories
FF	Puma	Sports / Fitness
FF	Nike	Sports / Fitness
FF	Wrangler	Mixed Fashion
FF	Arrow	Men Fashion

SF	Guys, Gals n Kids	Mixed Fashion
SF	Peter England	Men Fashion
SF	Liberty	Shoes(Women, Men, Kids)
SF	John Players	Men Fashion
SF	Blue Mount	Mixed Fashion
SF	Wildcraft	Bags & Leather
SF	Lotto	Sports / Fitness
SF	Shoes 9	Shoes(Women, Men, Kids)
SF	W	Women Fashion
TF	Dominos	Food & Restaurants
TF	Barista	Food & Restaurants
TF	Moti Mahal	Food & Restaurants
TF	Yo China!	Food & Restaurants
TF	FEC (Oberoi's)	Entertainment / FEC

❑ Mall Facts –

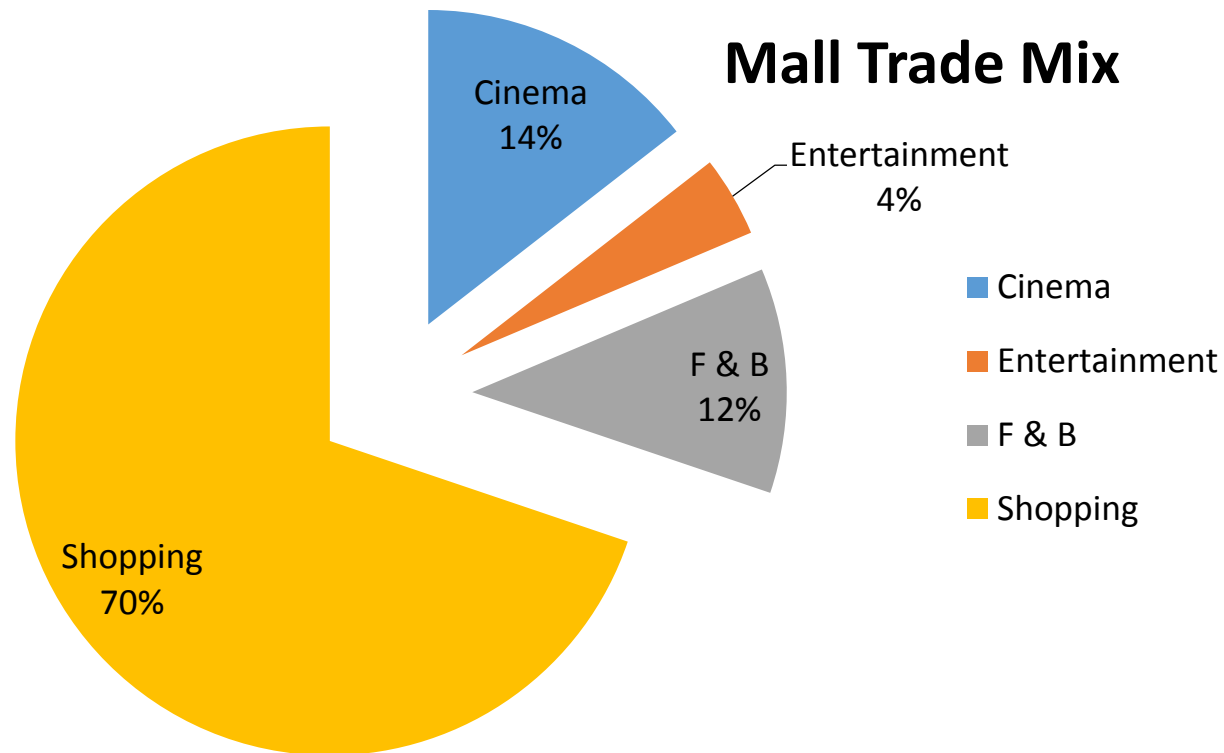
- GLA (Carpet) – 232,000 sqft
- Floor Plate Size – 58,000 sqft
- Total Number of Stores – 89
- Retail Levels – LG + 3
- Launch Date – May 2014.
- Promoter – Wave Infratech
- Anchors – Lifestyle, MAX, Kapsons
- Basement Parking – 3 levels with capacity of 500 cars and 200 bike
- Location – Batendi Bye Pass Road, Nr Channi Himmat, NH1A.



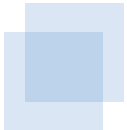
FLOOR	BRAND	CATEGORY			
			FF	Barista	Food & Restaurants
LG	People	Mixed Fashion	FF	Bata	Shoes(Women, Men, Kids)
LG	Spykar	Mixed Fashion	FF	Golden Age	Bags & Leather
LG	Mufti	Men Fashion	FF	Archies	Home, Gifts & Leisure
LG	K-Lounge	Men Fashion	FF	Purple	
LG	John Players	Men Fashion		Unikid, Octave	
LG	Lotto	Sports / Fitness	FF	Kids	Children Fashion & Toys
LG	Nike	Sports / Fitness	FF	Madame	Women Fashion
LG	Octave	Men Fashion	FF	Citywalk	Shoes(Women, Men, Kids)
LG	Indian Terrain	Men Fashion	FF	Try me Salon	Health & Beauty
LG	Adidas	Sports / Fitness		Oberoi Fun &	
LG	Reebok	Sports / Fitness	FF	Bowl	Entertainment / FEC
LG	Numero Uno	Mixed Fashion	FF	Kapsons	Departmental Store
LG	Max	Mixed Fashion	SF	Wave Cinemas	Cinema
LG	Lifestyle	Departmental Store	SF	PHD	Food & Restaurants
LG	Pratap Exclusif	Shoes(Women, Men, Kids)	SF	KFC	Food & Restaurants
UG	Kapsons	Departmental Store	SF	Pahalwan's	Food & Restaurants
UG	Lifestyle	Departmental Store	SF	Yo China	Food & Restaurants
UG	Pinelli	Shoes(Women, Men, Kids)		Moti Mahal	
UG	Blackberry	Men Fashion	SF	Delux	Food & Restaurants
UG	Family Corner	Mixed Fashion	SF	Wazwan	Food & Restaurants
UG	Wills Lifestyle	Mixed Fashion	SF	Shree Rathnam	Food & Restaurants
UG	Vero Moda	Women Fashion	SF	Grillz Inn	Food & Restaurants
UG	Jack & Jones	Men Fashion	SF	Swirls	Food & Restaurants
UG	Woodland	Shoes(Women, Men, Kids)			
UG	LP Sports	Sports / Fitness			

Proposed Trade & Category Mix for **Golden Palms Mall**

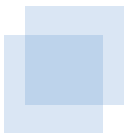
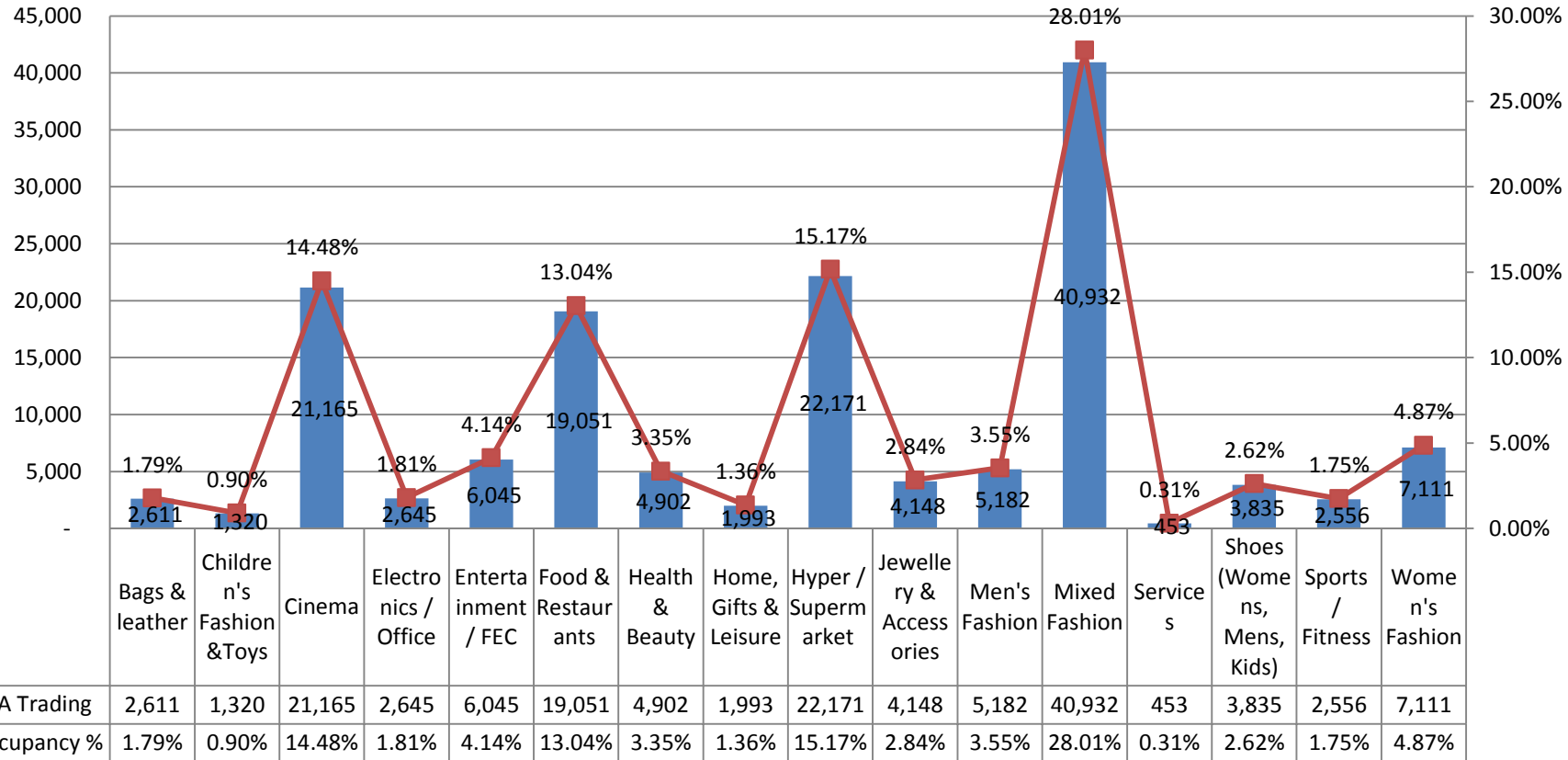
TRADE MIX	CARPET AREA	% OF MALL
Cinema	21,165	14.48%
Entertainment	6,045	4.14%
F&B	16,898	11.56%
Shopping	1,02,012	69.81%



CATEGORY MIX	NO. OF UNITS	CARPET AREA	% OF MALL
Bags & leather	10	2,611	1.79%
Children's Fashion & Toys	4	1,320	0.90%
Cinema	2	21,165	14.48%
Electronics / Office	7	2,645	1.81%
Entertainment / FEC	1	6,045	4.14%
Food & Restaurants	26	19,051	13.04%
Health & Beauty	12	4,902	3.35%
Home, Gifts & Leisure	6	1,993	1.36%
Hyper / Supermarket	1	22,171	15.17%
Jewellery & Accessories	11	4,148	2.84%
Men's Fashion	11	5,182	3.55%
Mixed Fashion	19	40,932	28.01%
Services	2	453	0.31%
Shoes (Womens, Mens, Kids)	9	3,835	2.62%
Sports / Fitness	6	2,556	1.75%
Women's Fashion	16	7,111	4.87%
Grand Total	143	1,46,120	100.00%

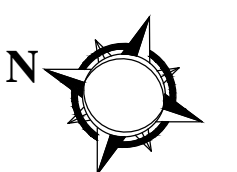
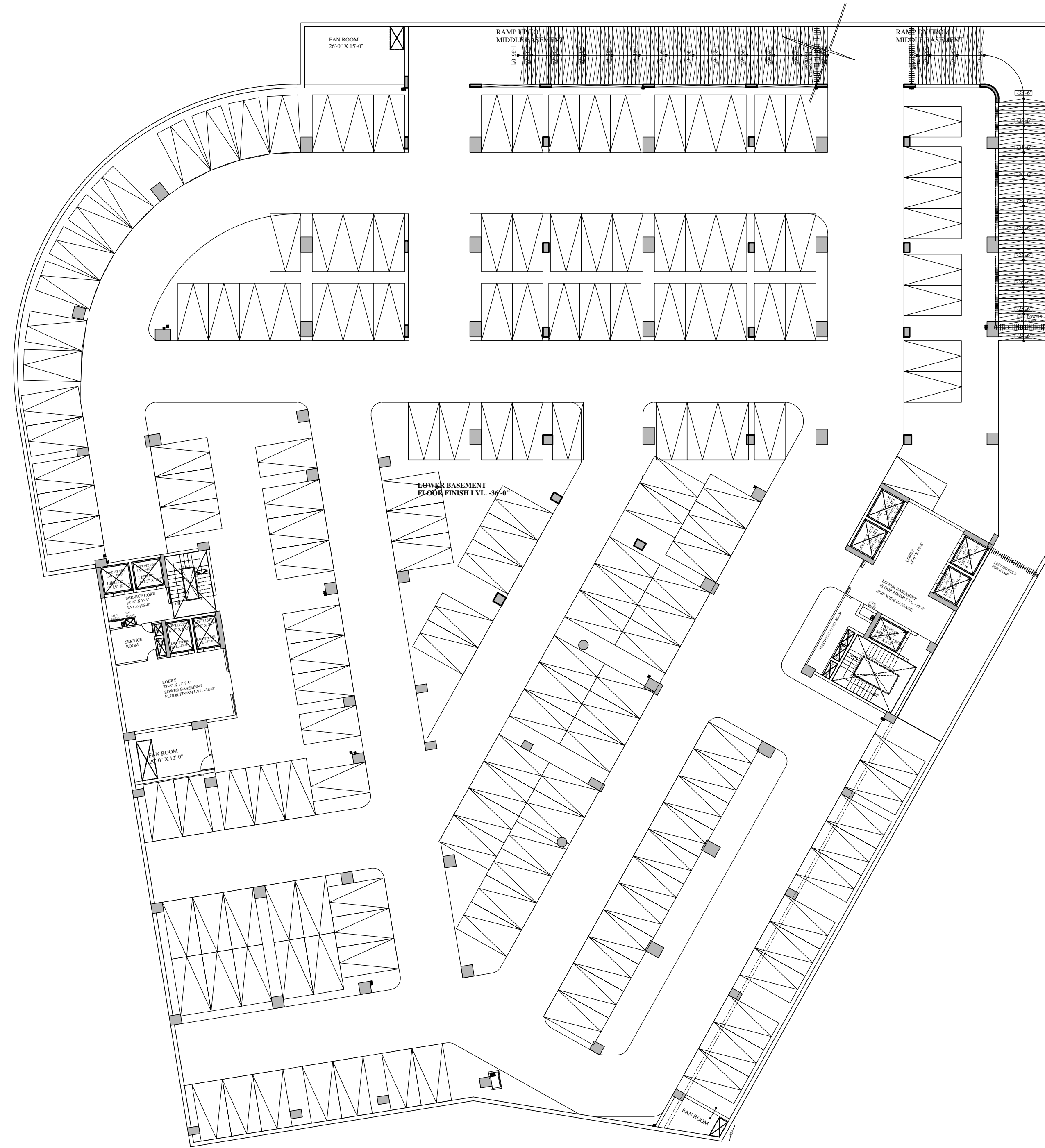


CATEGORY MIX



Proposed Floor plans



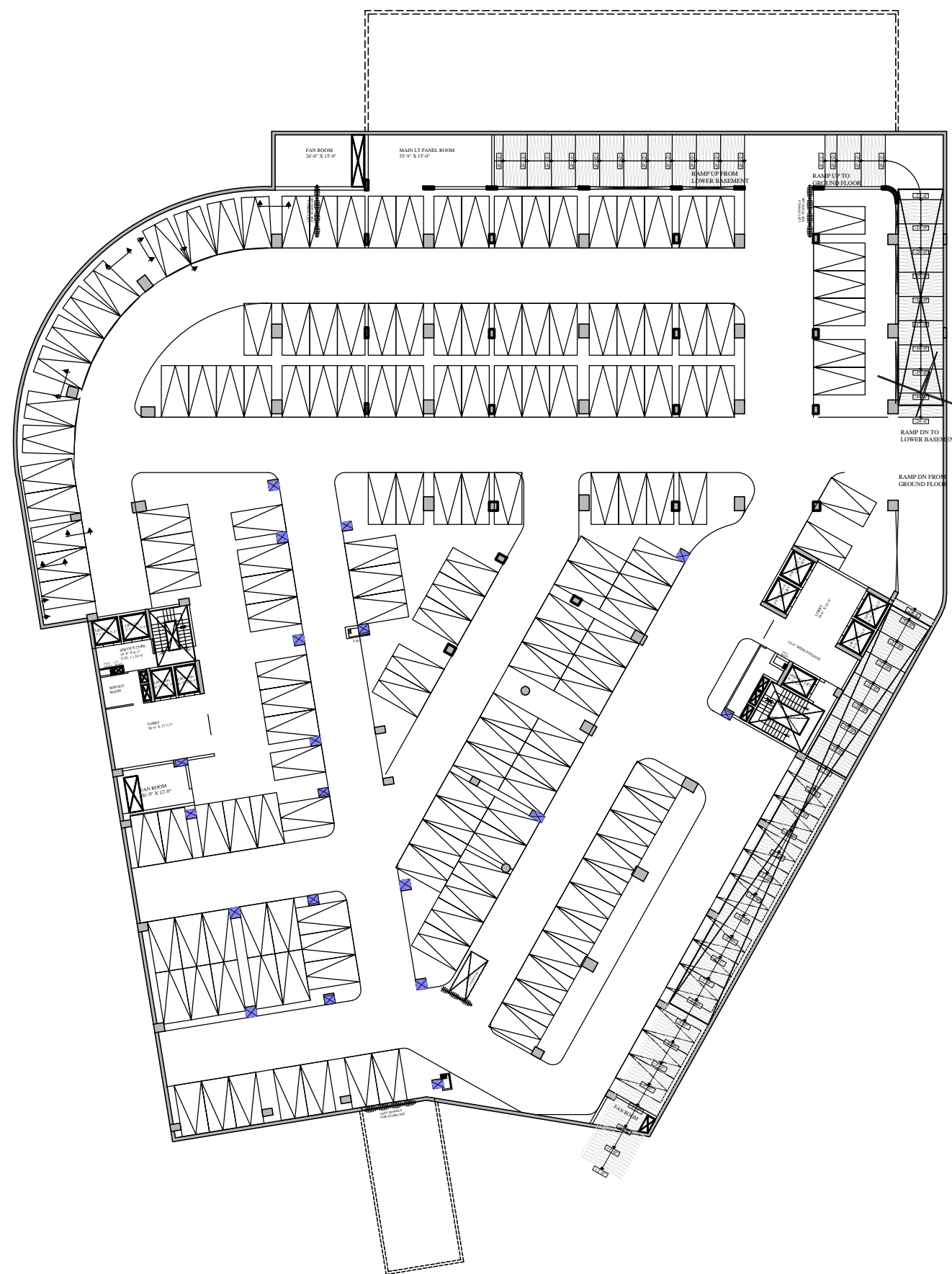




MALL MECHANICS BY-



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DATE:
03-11-14

MIDDLE BASEMENT FLOOR PLAN - GOLDEN PALM , JAMMU

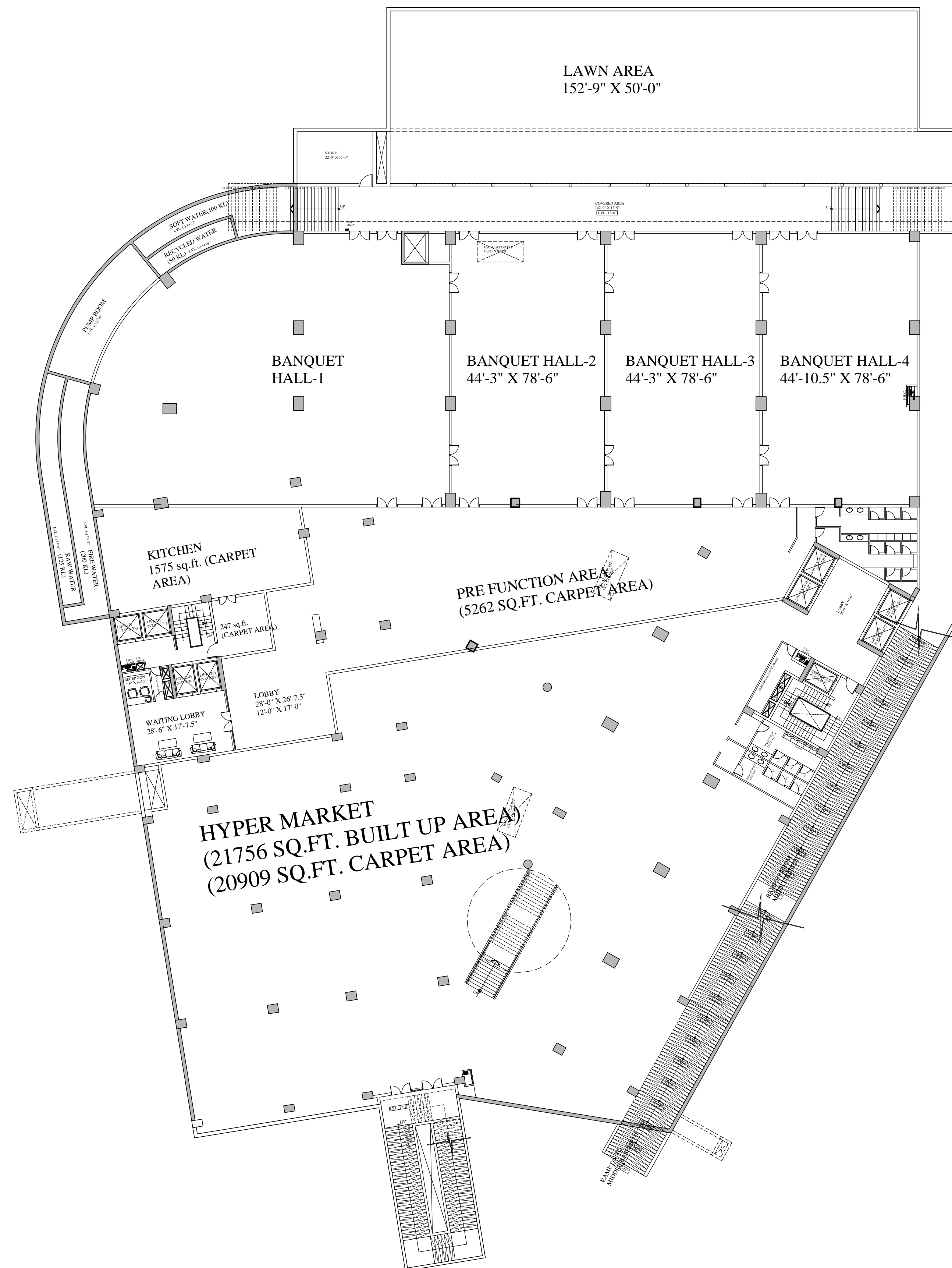




MALL MECHANICS BY-

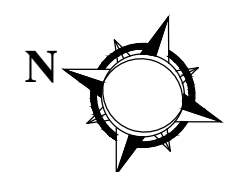


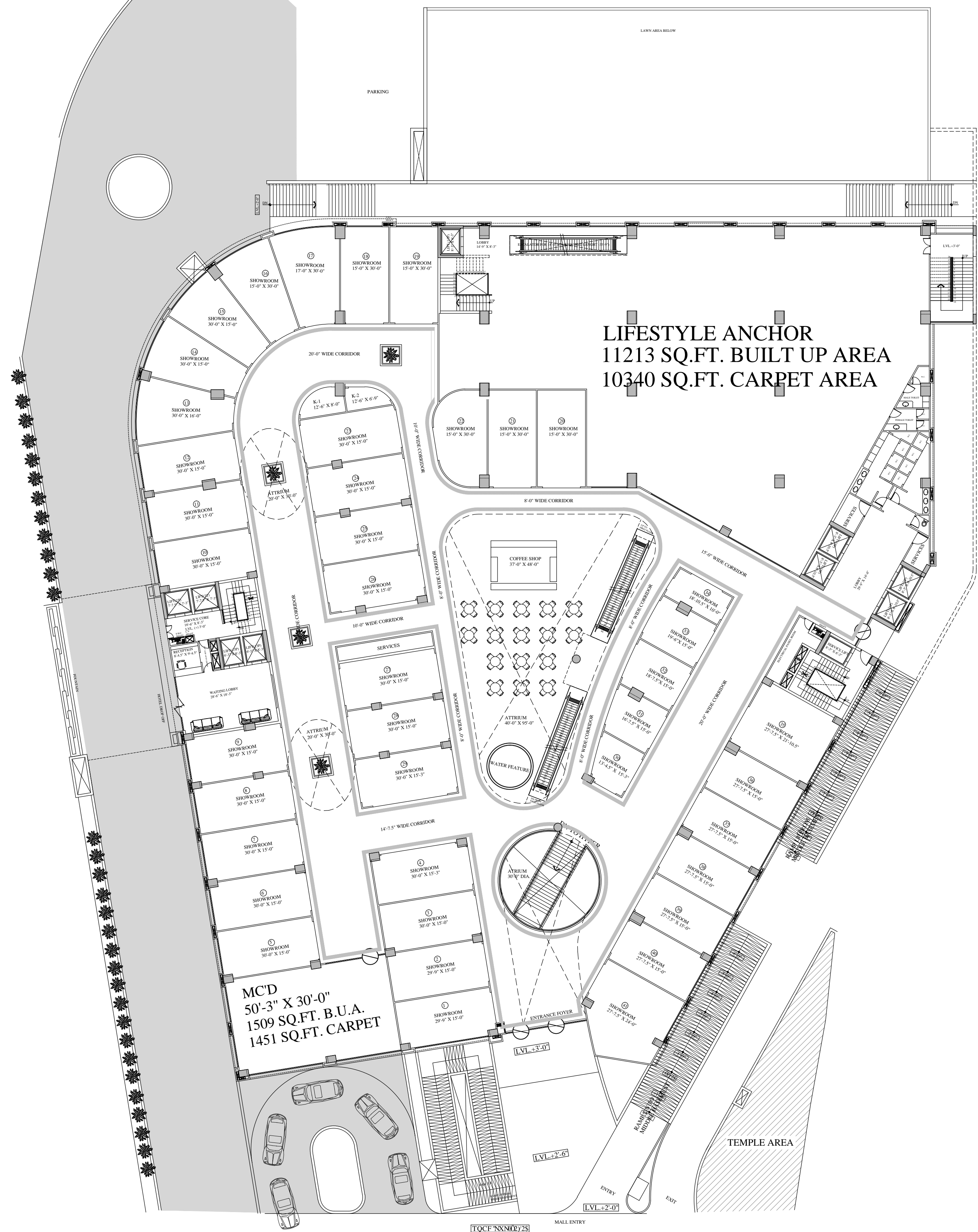
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DATE:
03-11-14

UPPER BASEMENT FLOOR PLAN - GOLDEN PALM , JAMMU

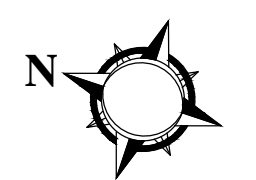


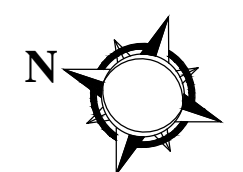
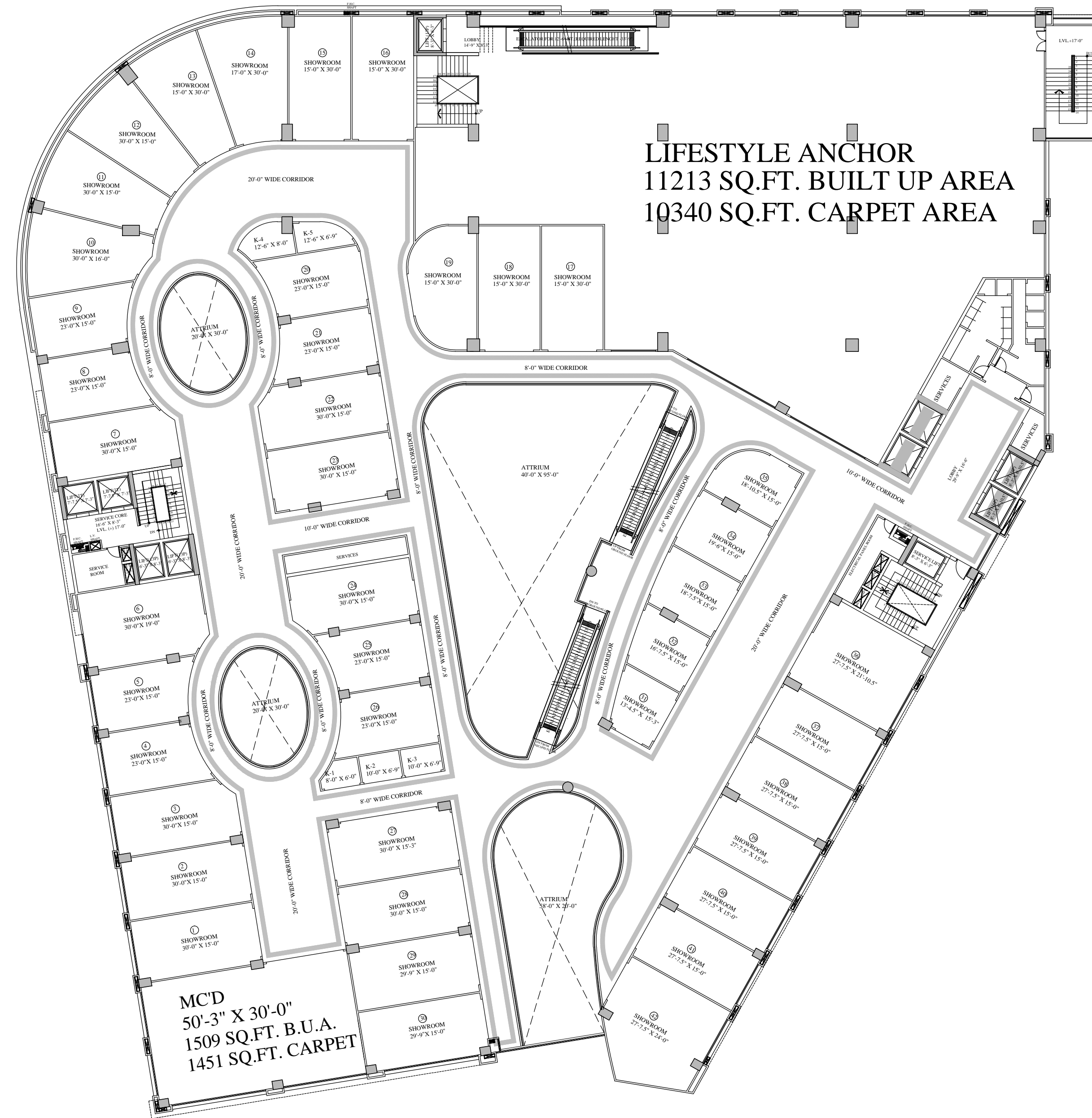


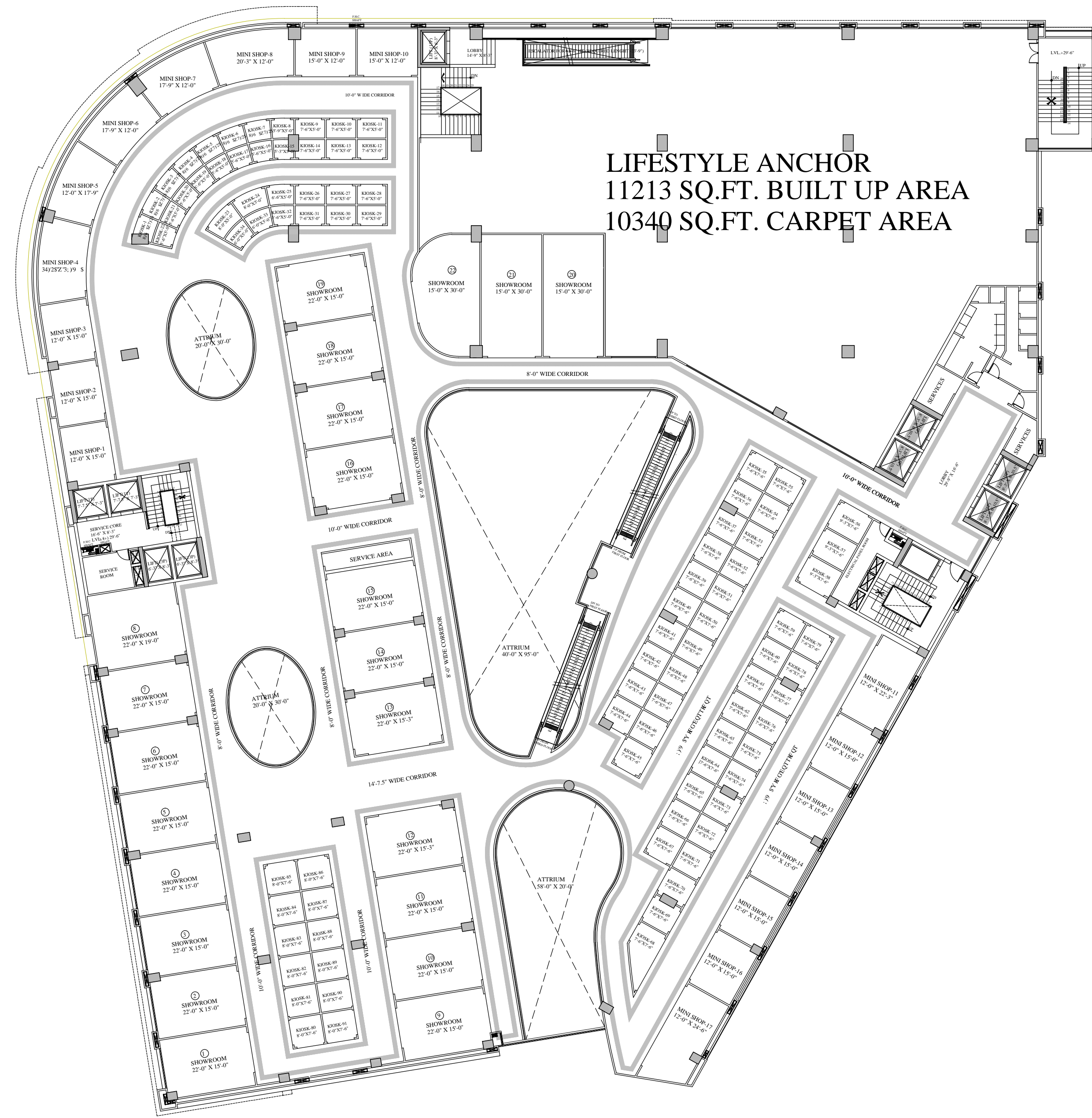
LIFE STYLE ANCHOR
11213 SQ.FT. BUILT UP AREA
10340 SQ.FT. CARPET AREA

MCD
50'-3" X 30'-0"
1509 SQ.FT. B.U.A.
1451 SQ.FT. CARPET

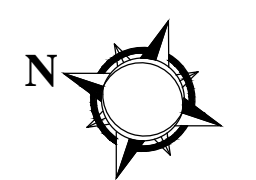
TO SIDHRA ← → TO KUNJWANI

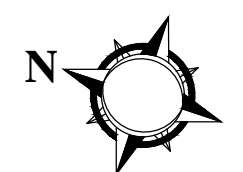
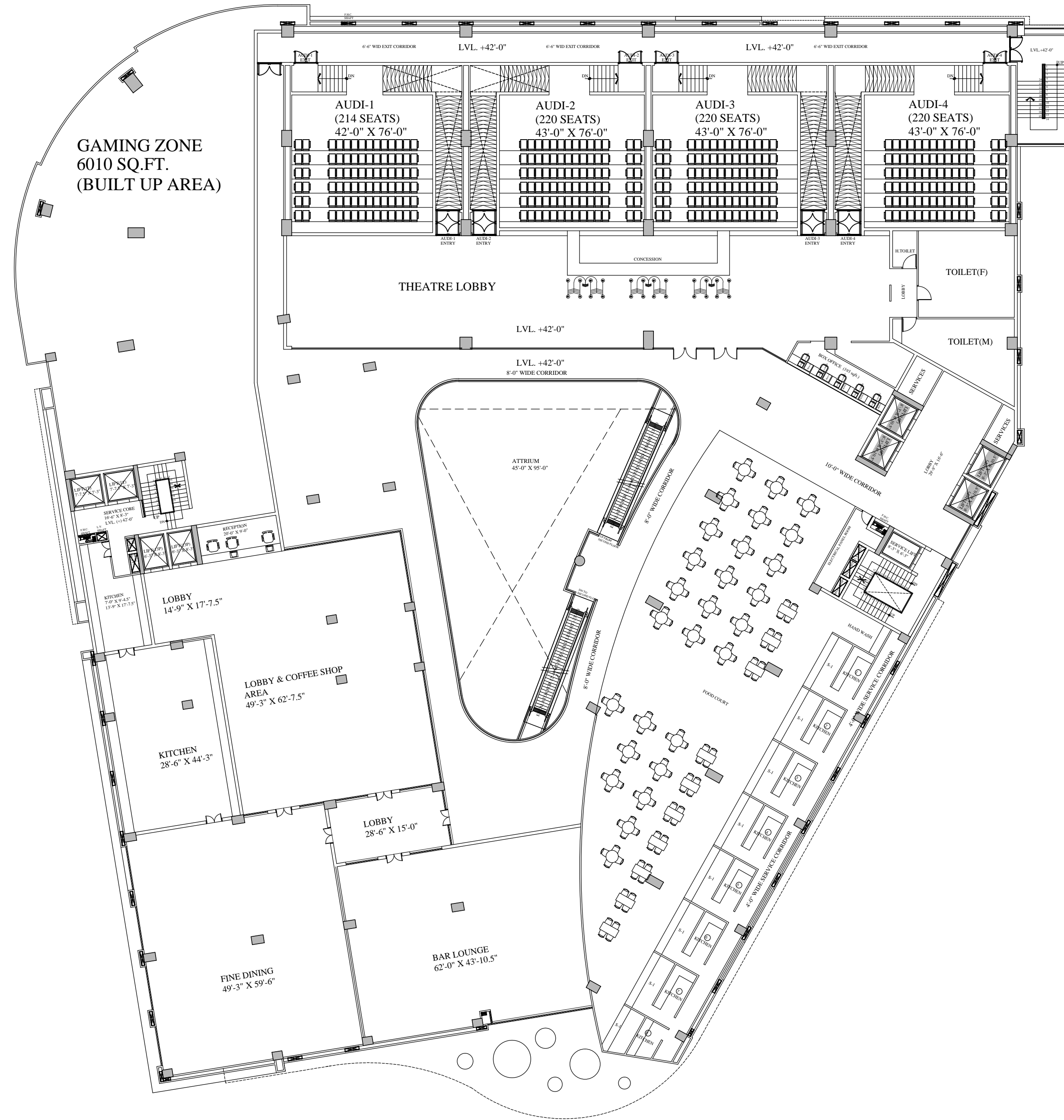


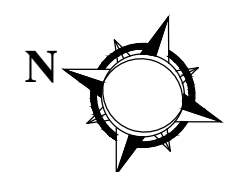
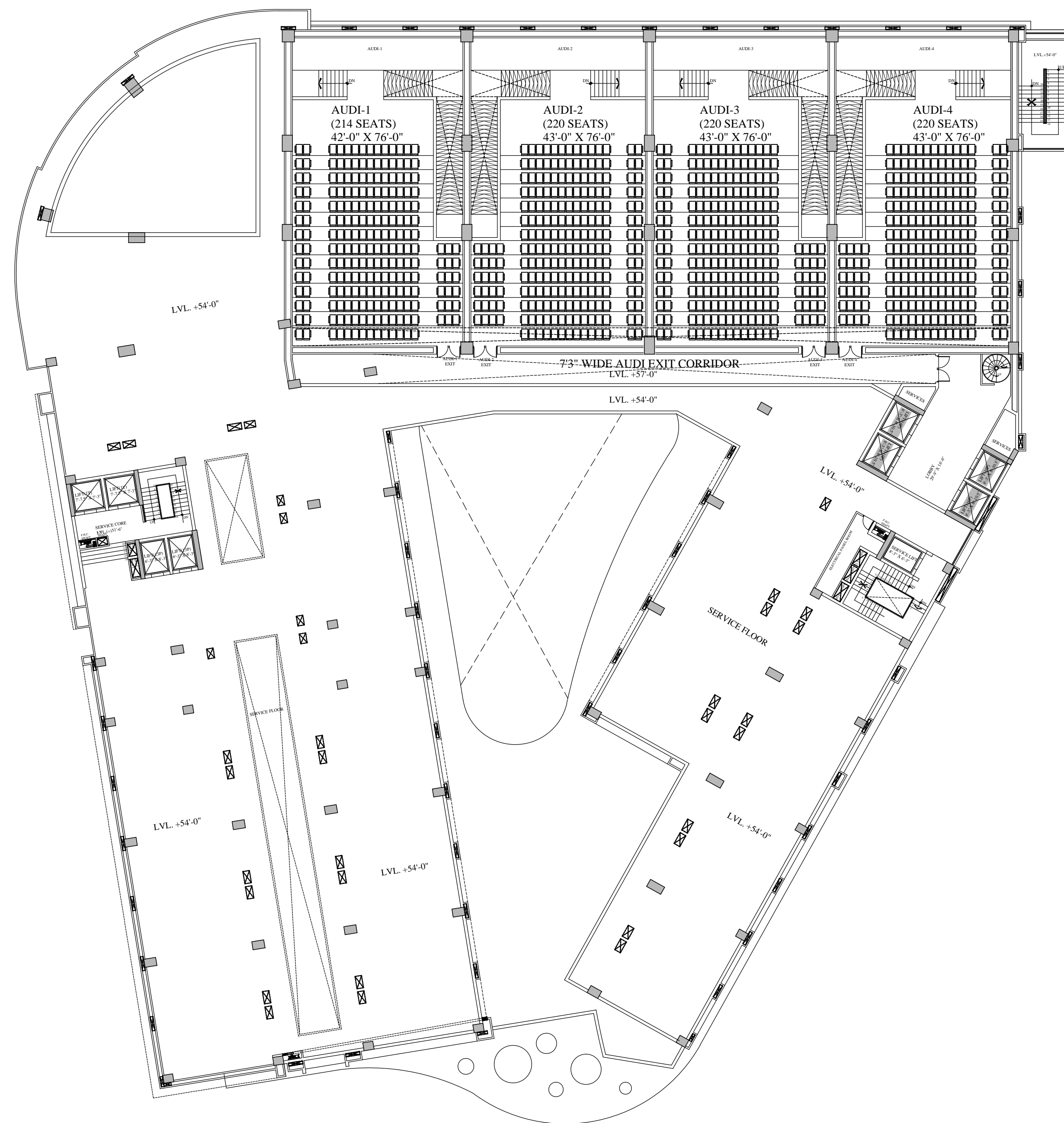




LIFESTYLE ANCHOR
11213 SQ.FT. BUILT UP AREA
10340 SQ.FT. CARPET AREA









Thank You