

Squarefeet Management ropes in Nathani

14 Nov 2008



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Squarefeet Management Private Limited (SMPL), a mall concept advisory firm floated by Susil Dungerwal ropes in BD Nathani as president – north. With over three decades of experience in marketing, brand building and business promotion, Nathani has served as the key person behind the successful launches of brands such as Woodland, lotto, New Balance and Disney .

Speaking on the development, Dungerwal said, “We are privileged to have a person of the caliber of Mr Nathani with us. With Mr Nathani at the helm of affairs in north, we are sure that Squarefeet Management will reach its desired

goals.”

“Since the north India has the highest density of malls, it would be both a challenge and learning to manage this region. My exposure to the retail and malls would be handy to launch this start-up venture,” said Nathani on being a part of SMPL.

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Saturday, November 15, 2008 9:35:57 AM
