



aashima

limitless choices. limitless fun.

Hoshangabad Road, Bhopal,
Madhya Pradesh

Aashima Mall is Already Open..



Opening Soon :



www.beyondsquarefeet.com



About the Developer (ARK Group)

- 700 crore company possessing large land banks in Bhopal
- Leading real estate developers of Central India, with over 18 years of real estate experience.
- Comprises of 3 major realty players:
 - ✓ Asnani Builders & Developers Ltd.
 - ✓ Raj Builders & Developers
 - ✓ Kamal Krishna Builders Private Ltd
- Has been instrumental in changing the face of Bhopal with:
 - ✓ 1 million sq.ft. of commercial development
 - ✓ 100 million sq.ft. of residential developmentwhich includes Mansarovar complex, Krishna Plaza, Sant Asharam Nagar & many more



Bhopal Fact Sheet

- Third largest city & state capital of Madhya Pradesh
- The city spans across an area of 697.24 km²
- Population : 2.4 million (2011 census)
- Sex Ratio : 911 females : 1000 males
- Literacy Rates : 82.26%
- No. of Households: Approx. 1.3 million within city limits.
- Approx. 40 colleges & educational institutes in Bhopal.
- Designated as “Boomtown” by NCAER
- “Highest Spending Propensity” as the share of household consumption expenditure in income



Bhopal Fact Sheet.. Contd

- TT Nagar Re-densification Project pitched at Rs. 600 crores, to convert the prime residential & commercial area into a CBD.
- Aakriti Group is coming up with Aakriti Eco City, the 1st environment-friendly township in Bhopal, planned over 40 acres, having luxurious living, multiplex, clubhouse and shopping complex.
- Sahara Housing is coming up with Sahara States, one of the largest planned townships at Misrod Road. The project will come up over an area of 57.07 acre and feature 1,117 dwelling units.



Description : Shopping Mall & Office
Location : Hoshangabad Road, Bhopal.
Mall GLA : 3,00,000 sq.ft (Approx)
Levels : LG+GF+FF+SF+TF (Retail)
Status: Operational



Reliance Mart
55,000 Sq. ft
Operational

Cinepolis
7 screens
Operational

Reliance Trends
18,000 Sq. ft
Operational

DLF Ave.Nue
9,000 Sq. ft
Opening Soon

Food Court
13 Kitchen
Operational



101 Stores

**8 Anchors/ Mini
Anchors**

Entertainment
16,000 Sq. ft

800 car parks

**Footfalls 10,000
daily**



**7 screen
Cinepolis
Multiplex**



**Hypermarket
Reliance Mart
44000 sq ft**



**Reliance Trends
Mega store
14000 sq.ft.**



Wrangler, Roxton, Sia, Moti Mahal, Yoko, Café Coffee Day



Food Court





USPs of Aashima

Strategic Location: On a 3.86 acre plot on Hoshangabad Road, at the intersection of 220 ft road, 200 ft road & 80 ft road.

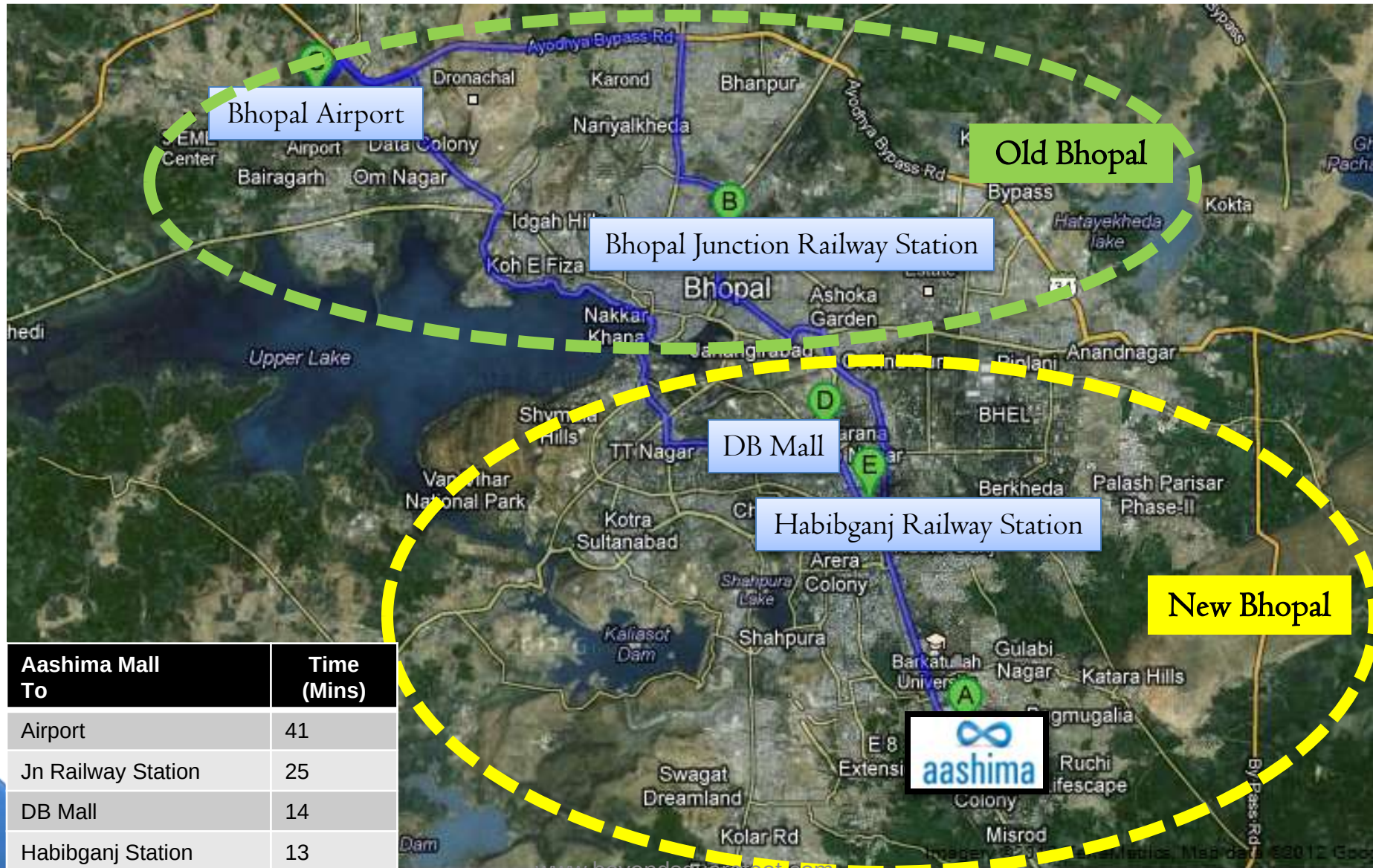
Primary Catchment: Boasts of an excellent immediate catchment in a radius of 5 kms, covering 60% of the effective city population.

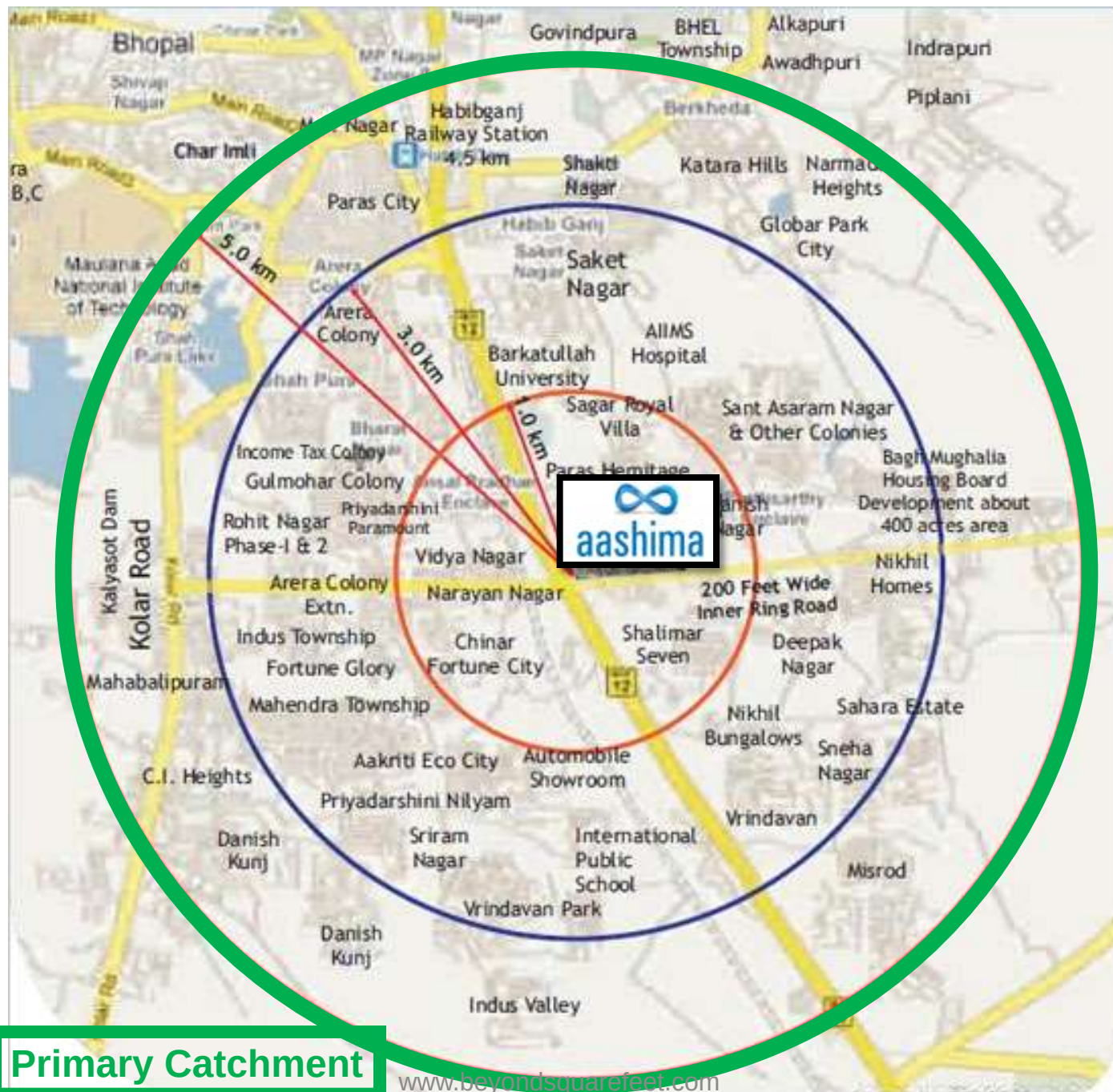
Operational Mall: With daily footfalls of about 10,000 people

Grand Atrium: With good store frontages

100% Leased Model: With Scientific Zoning & Mall Planning

Location







Immediate Catchment



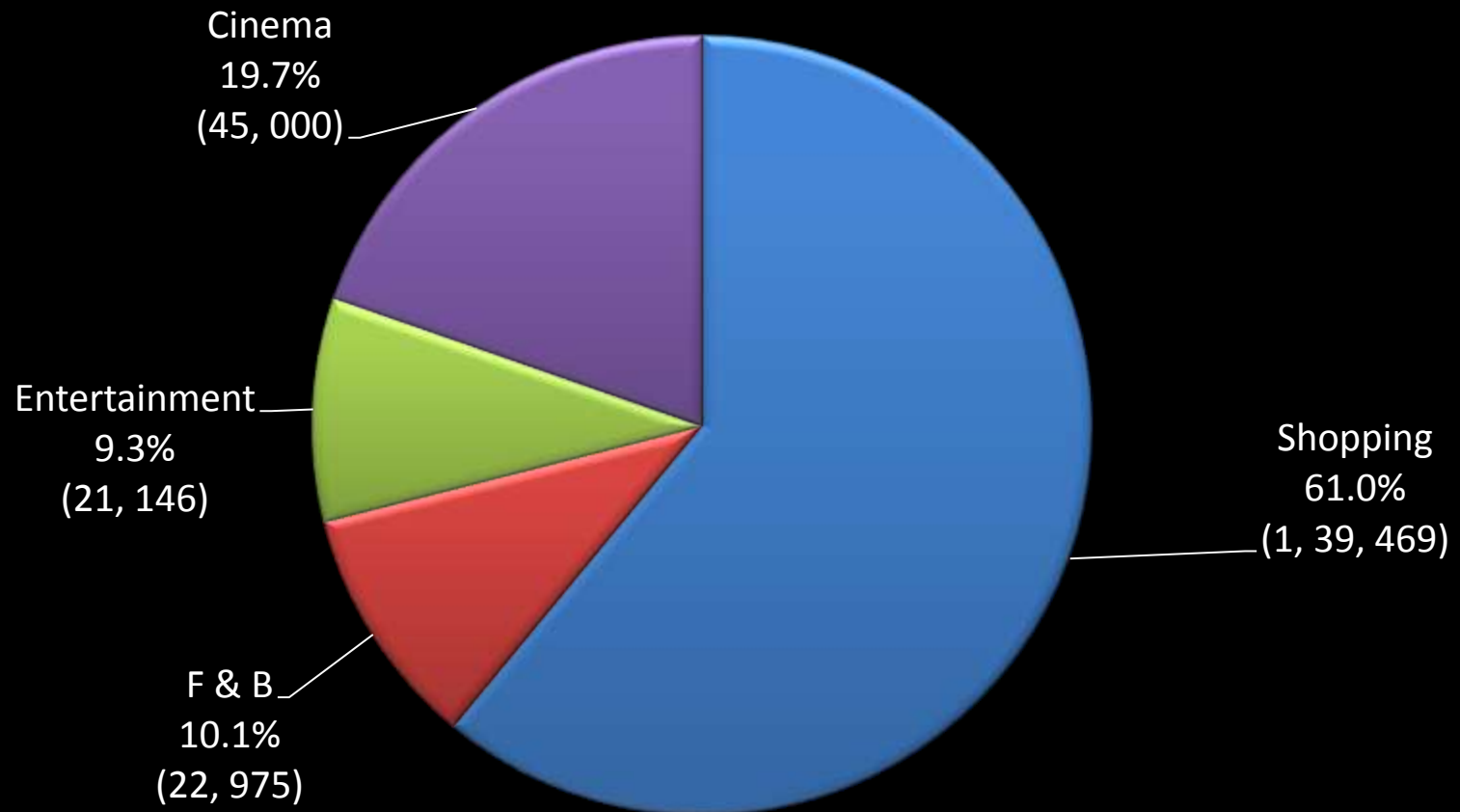
Positioning



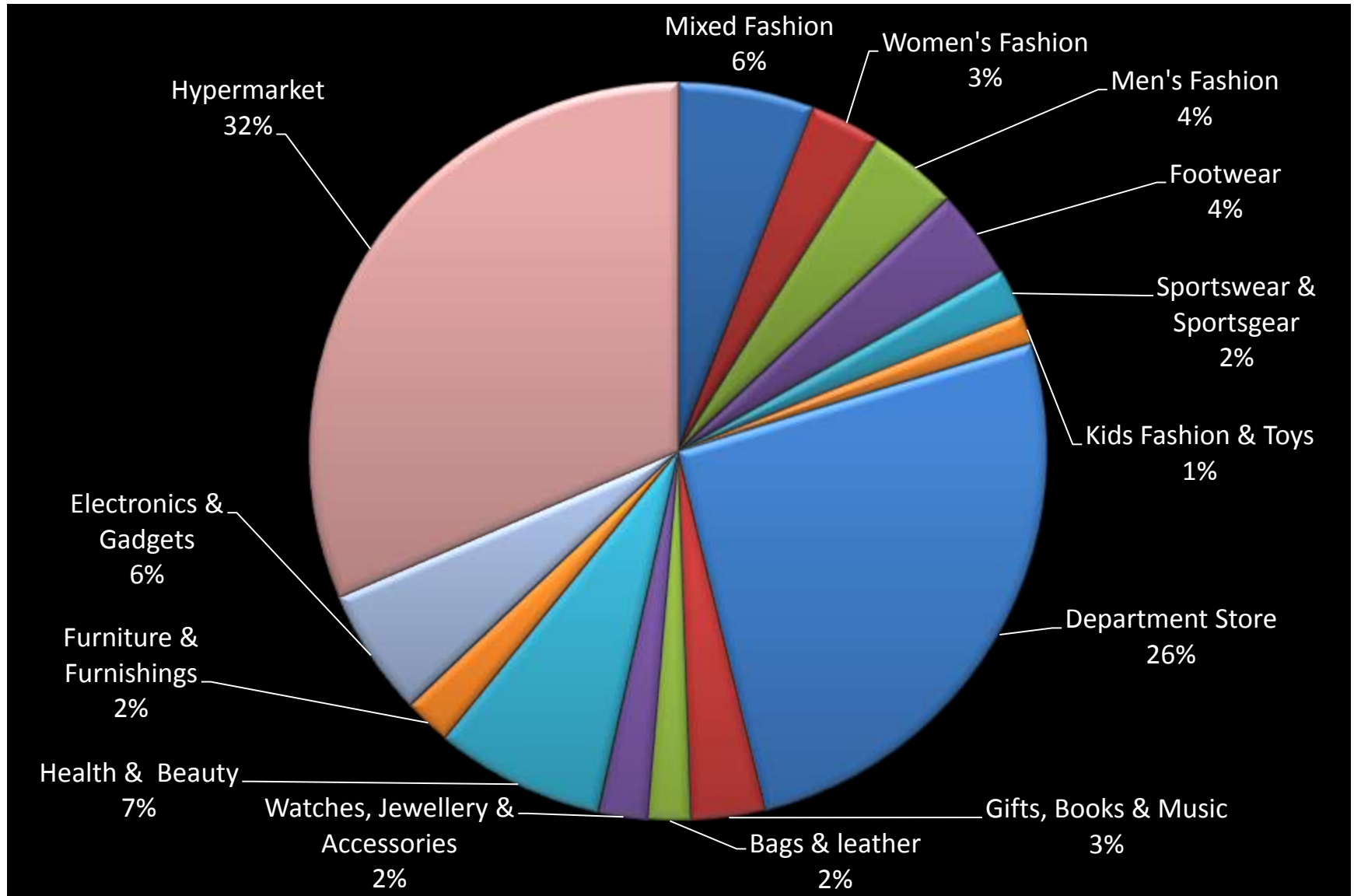
Aashima Mall is poised to be a Shoppers Haven for the people of Bhopal by offering a plethora of national & international brands complimented by World Class Entertainment & Dining options.



Category Mix



Shopping Trade Mix

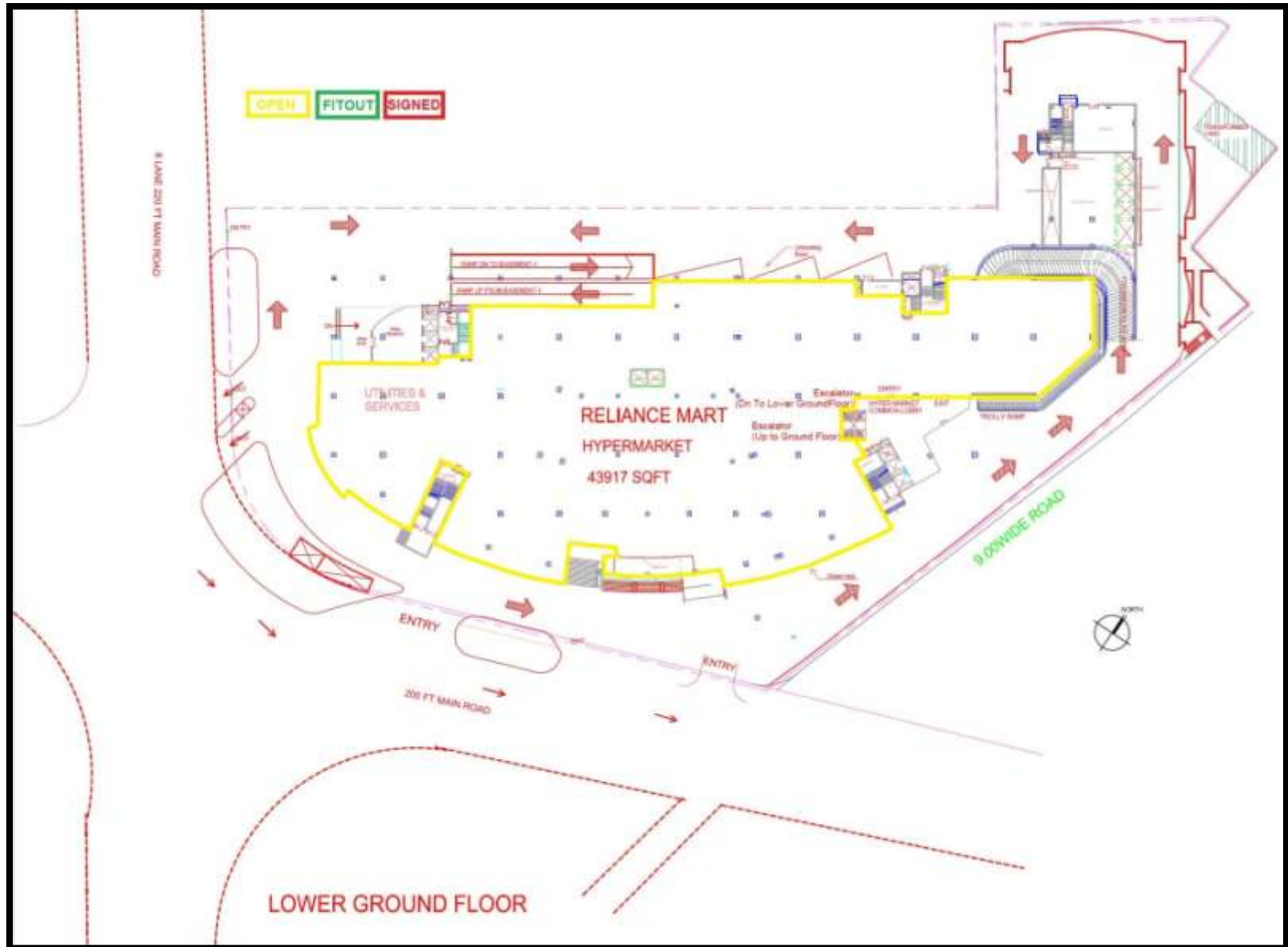


Lower Ground Floor



Hypermarket

Lower Ground Floor - Plan

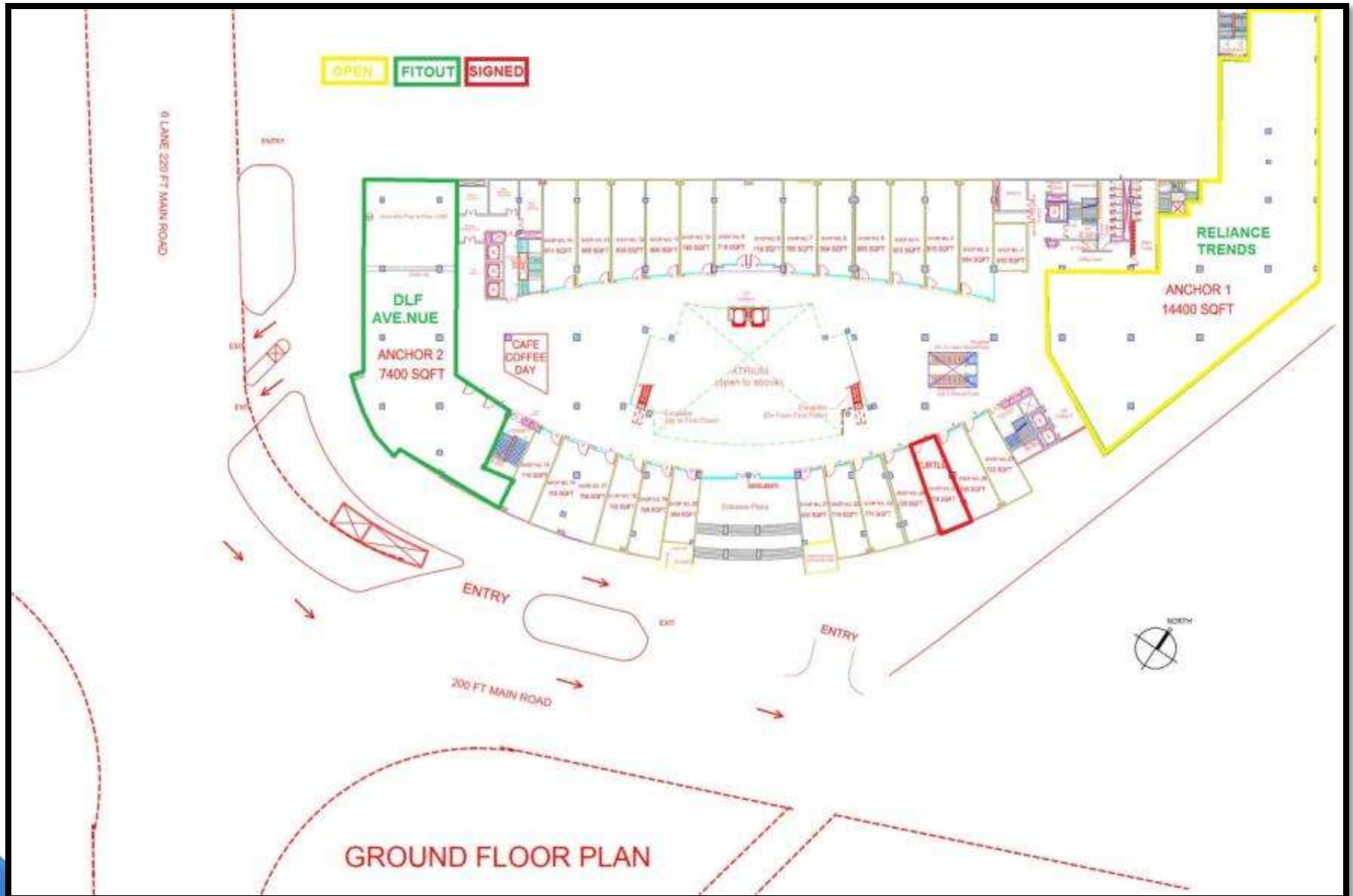


Ground Floor - Zoning

Mens Formals, Premium Mixed Fashion
Footwear, Sports & Lifestyle
Watches, Jewellery & Accessories
Bags & Leather



Ground Floor - Plan



Ground Floor



Brands Signed:



Brands Under Discussion :



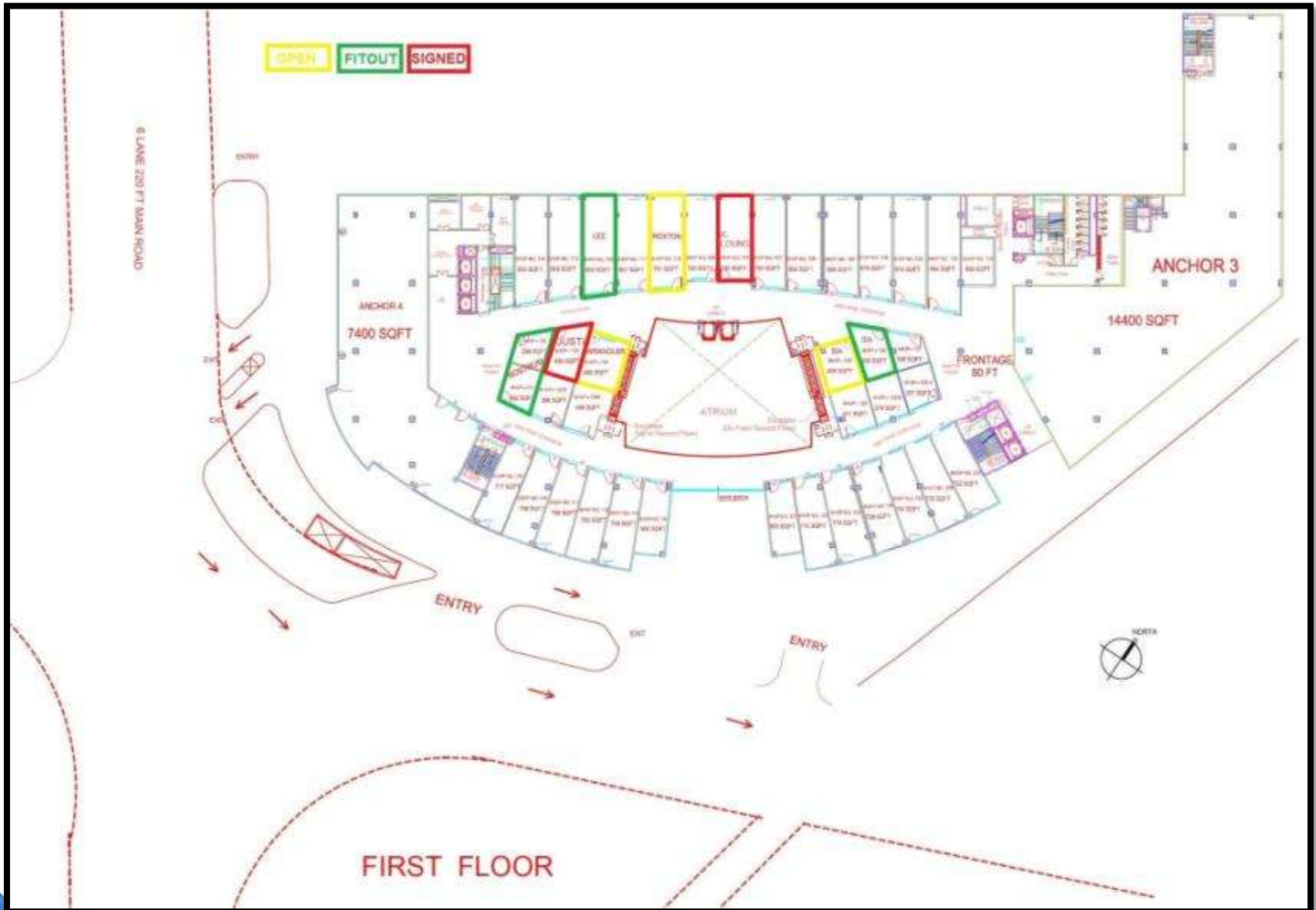
First Floor - Zoning



Unisex & Denims, Casual Fashion,
Kids Fashion, Womens Fashion,
Electronics & Home Improvement



First Floor Plan



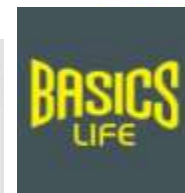
First Floor



Brands Signed :



Brands Under Discussion:

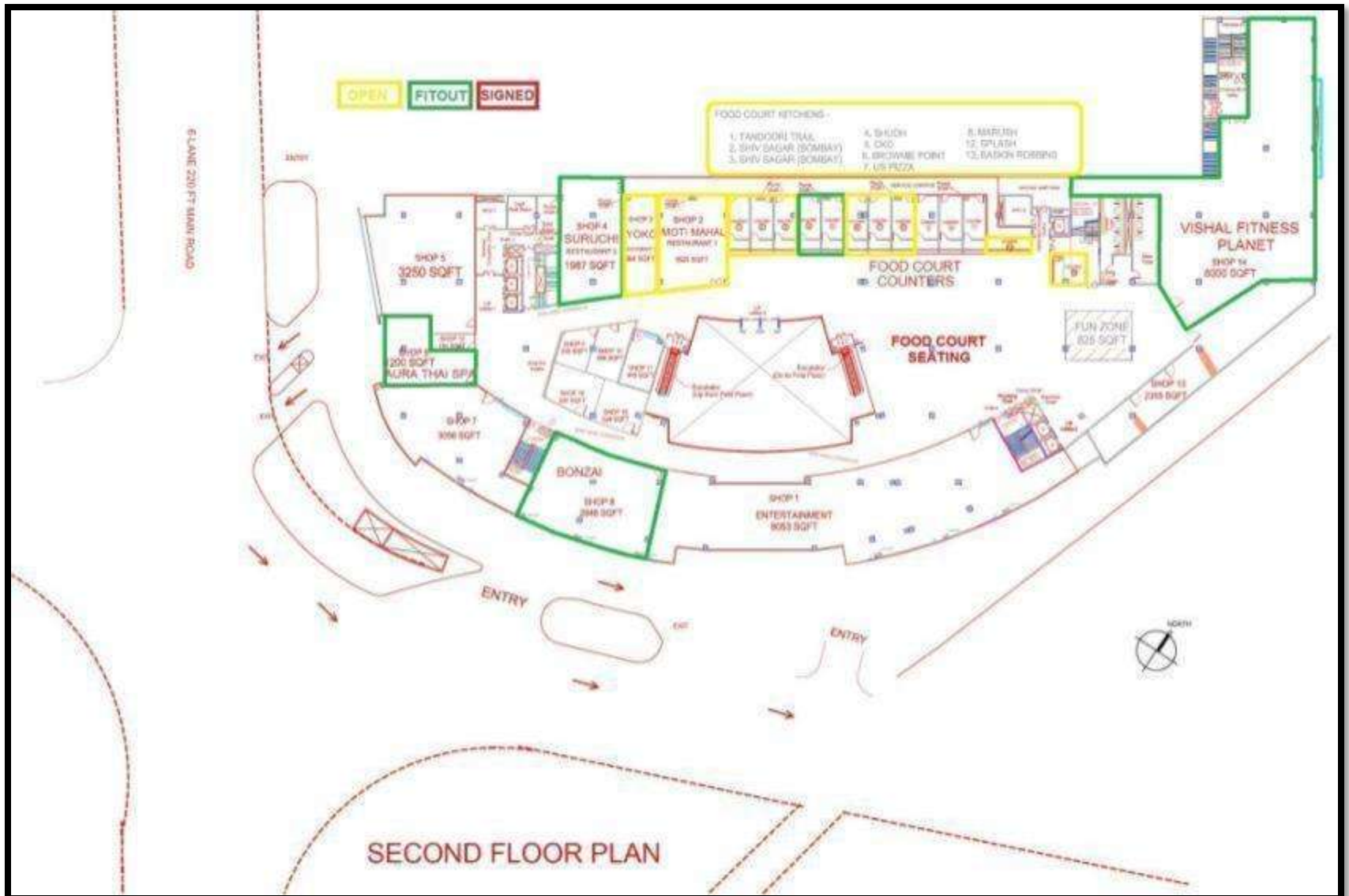


Second Floor - Zoning



Restaurants, Food Court, Entertainment & Spa

Second Floor Plan

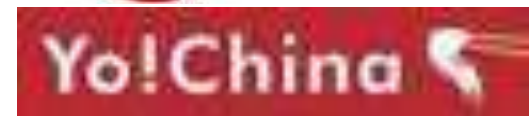


Second Floor

Brands Signed:



Brands Under Discussion :



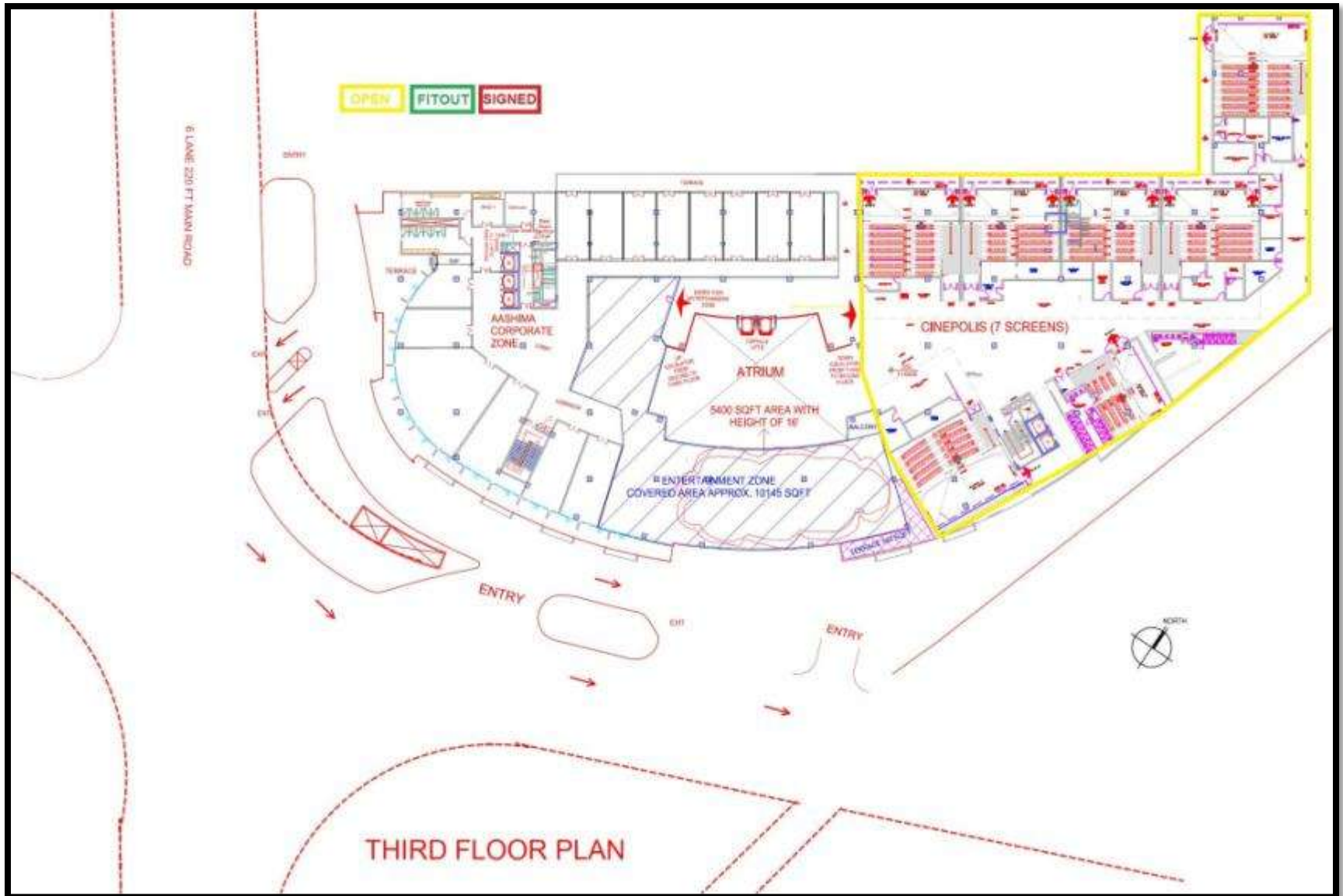
Third Floor - Zoning



Multiplex & Entertainment



Third Floor Plan



Third Floor

Brands Signed :



Brands Under Discussion :





Mall Mechanics by – Beyond Squarefeet

- BSAPL has over 2 decades of operational experience in Malls & Retail
- Providing expert advise on Mall re-orientation from Conceptualisation to implementation.
- Associated with some of India's most successful Retail and Mall developers including Hiranandani group, UB Group, Prestige group, Emaar MGF, K Raheja Corp. etc.
- Have managed over 40 million sq. ft of Malls.
- Currently onboard as the In-house advisory Team to Shri Govind Realty

Our Current Projects



Omaxe Connaught Place
1.9 mil sq.ft. Project, Greater Noida



LULU International Shopping Mall,
1.6 mil sq.ft Shopping Mall, Cochin



K10 Mall,
2,50,000 sq.ft. Mall, Jalna



CG Retail Venture
Kathmandu, Nepal



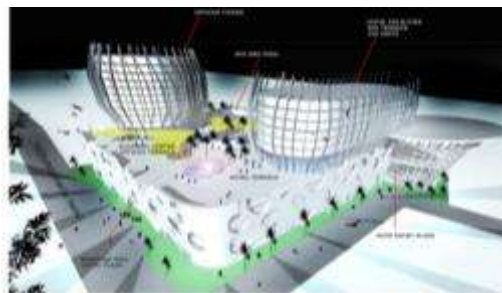
Lonavala Square
A tourist Destination Mall, Lonavala



Malabar Mall
6,00,000 sq.ft. Mall, Thrissur, Kerala



RP Mall
2,04,000 sq.ft Mall, Kollam, Kerala



CG Malls in Kathmandu, Pokhara,
Butwal, Bharatpur & Itahari



Gokulam Galleria,
3,00,000 sq.ft. Mall, Calicut, Kerala

Delhi

B-1001, Shree Radha Krishan Apartment,
Plot No.23, Sec.7, Dwarka,
New Delhi - 110 075.

Doha, Qatar

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State of Qatar.

Cochin

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