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Beyond Squarefeet to Manage two Malls for HBN Group

By Sushama Chaudhari

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Mumbai, 28th April 2014
HBN Group, a leading conglomerate with interest in various sectors such as dairy, television, hospitality, construction etc. has signed Beyond Squarefeet to Re-orient, Market, Lease & Manage two of their Malls, HBN Town Center (Lake Front) and HBN Town Center (state high way-17, HBN Sunrise City) in Bathinda, Punjab. Both the Malls are situated in two different catchments and cater to two different segments of customers. The Malls have world class infrastructure, modern amenities and are slated to offer international shopping experience and international cuisines to the customers.

Speaking on this partnership Mr. H. S. Sran, CEO, HBN Group says "We at HBN believe in offering the best in every sector which we venture into. Our goal is to create successful and professionally managed Malls. HBN is also planning to venture into more Malls in many other tier-2 and tier-3 cities. Bringing in the professional and experienced team of Beyond Squarefeet to manage the Malls will ensure that we keep up to our goals and values and create a sustainable and successful asset, thereby satisfying our Retailers & Customers."

Mr. Susil Dugarwal, Chief Mall Mechanic@, Beyond Squarefeet™ says "We want to implement the best international practices & processes to make the two Malls successful and sustainable assets. Over the last few years we have successfully re-oriented Malls and have converted many of them from a non-performing asset to a performing and appreciating asset. Our aim is to create maximum returns for both the stake holders & retailers'.

Bathinda is a tier-2 town and an industrial hub with a largest Military cantonment in Asia. This city is the Bathinda district headquarters and is proposed to have major development plans. Bathinda is home to 3 modern thermal power plants, a fertilizer plant, the Guru Gobind Singh Refinery, one of the largest oil refineries is a joint venture between HPCL & Mittal Energy Limited. Along with being one of the largest food grain markets, Bathinda is one of the largest cotton growing belts and has one of the largest cotton markets in northern India. It is one of the leading cities in education in Punjab. Bathinda has already built an airport which is to be operational soon. There is significant awareness of Retail Brands and Shopping Centers among the consumers in Bathinda.

About HBN Group: This Delhi based group is one of the leading real estate developers in the Central-North India. The Group has developed many famous projects in north India such as Hotel Country INN & Suites by Carlson (in Bathinda and Raipur), HBN Sunrise City in Bathinda, Sunrise City I & II in Ujjain, Radisson Blu a 5 star luxury hotel in Paschim Vihar adjoining D Mall in west Delhi and many more. The Company deals in both the residential as well as commercial Infrastructure building in India. Apart from real-estate, HBN Group has ventured in Dairy, Media, Leisure, Hospitality and Food & Beverages segments. After venturing in Retail real-estate, the group now has plans to develop more shopping malls-cum-multiplexes across the country.

About Beyond Squarefeet™: India's first mall advisory company which provides end-to-end solutions in the specialized areas of Mall conceptualization to Mall Management, with extensive "hands-on" experience in Retail & Mall development. Beyond Squarefeet focuses on Mall Conceptualization, Mall Positioning, Mall Marketing & Leasing, Facility & Mall management and Mall Re-orientation. The professional team of Beyond Squarefeet™ has managed Mall Development & Operations of more than 40 million sq. ft., spread in various parts of India. Beyond Squarefeet is currently hand holding 20 Malls spread over 13 million sq. ft. across India, Iran, Qatar, Nigeria and Nepal. Some of the key current projects of Beyond Squarefeet are DLF Mall of India (Noida), Ado Bayero Mall (Nigeria), Oberon Mall (Cochin), Logix City Centre (Noida), Omaxe Connaught place (Greater Noida), Aashima Mall (Bhopal), Lonavala Square (Lonavala), Gokulam Galleria (Calicut, Kerala), RP Mall (Kollam, Kerala), K10 Mall (Jalna), a mix-use project in Thrissur (yet to be named), CG Malls & CG Retail across Nepal, etc. A few of the past projects of Beyond Squarefeet include LULU International Shopping Mall (Cochin, Kerala), Neptune Magnet Mall (Mumbai), Bergamo (Chennai), Moments Mall (Delhi), and Parco Mall (Doha, Qatar) among others.

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