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Beyond Squarefeet to Manage two Malls for HBN Group

By **IMAGES Retail Bureau**

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One of the leading real estate developers in the Central-North India, HBN Group, 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.



Beyond Squarefeet to Manage two Malls for HBN Group

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Speaking on this partnership 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."

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".

HBN Group has developed many 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.

Beyond Squarefeet, one of India's first mall advisory company provides end-to-end solutions in the specialised areas of mall conceptualisation to Mall management, with extensive hands-on experience in retail & mall development.

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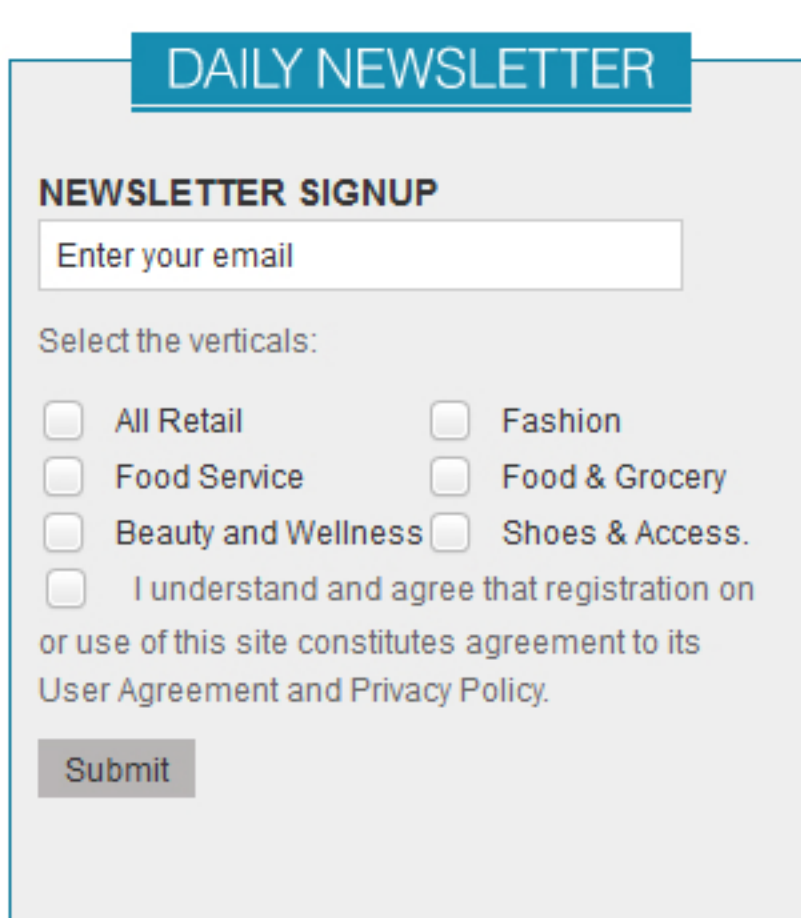
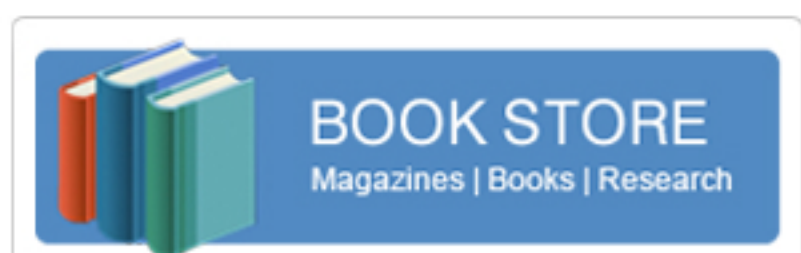
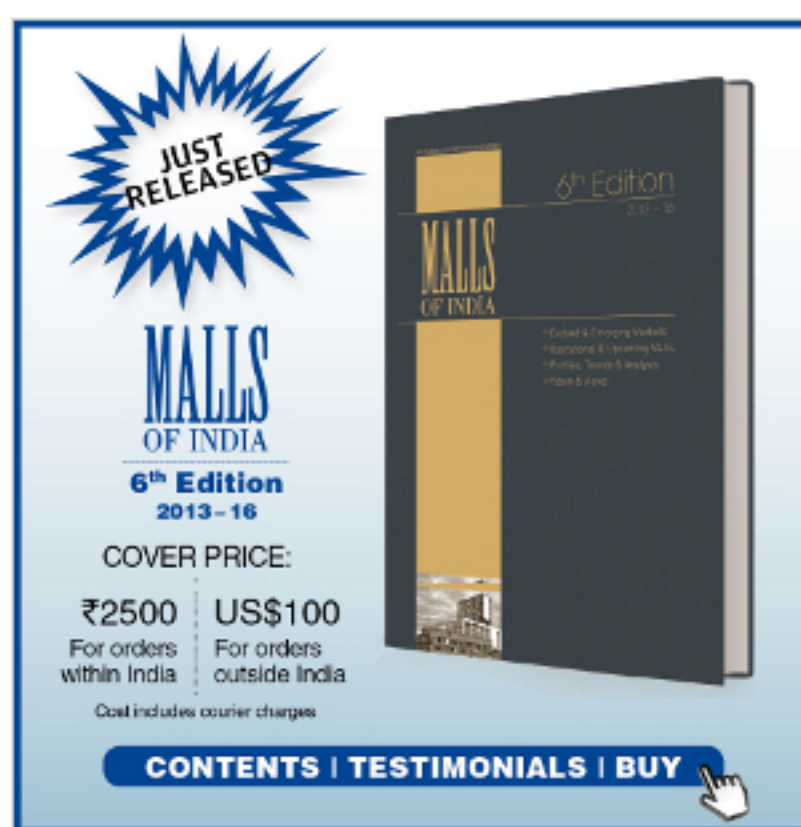
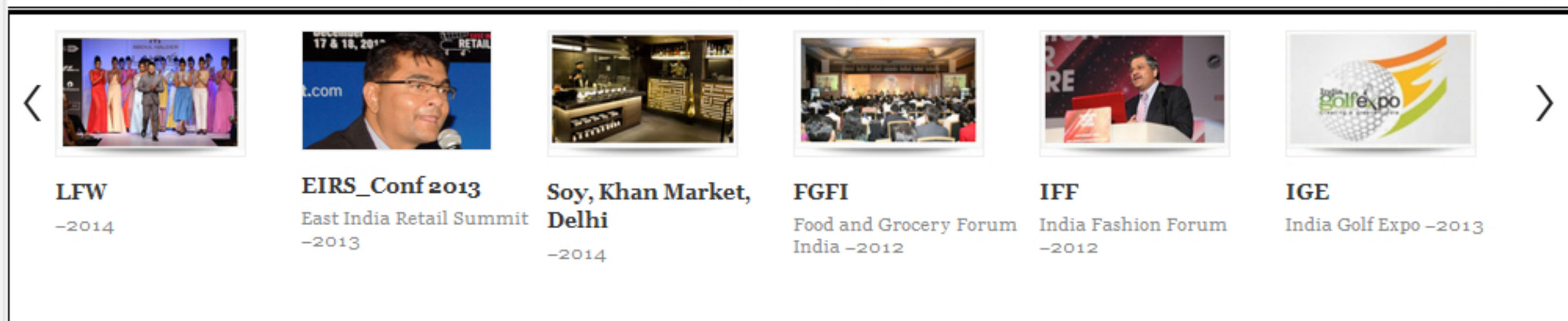


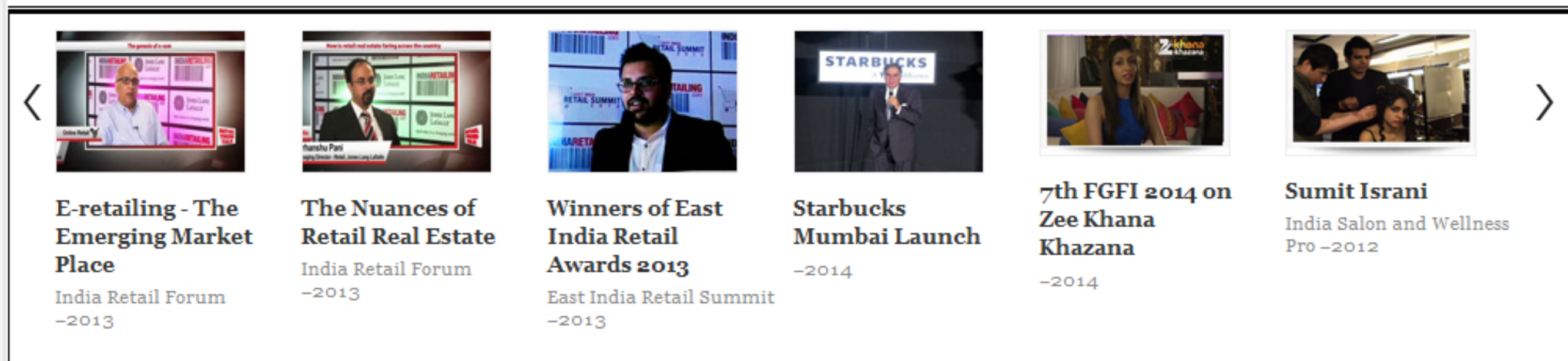
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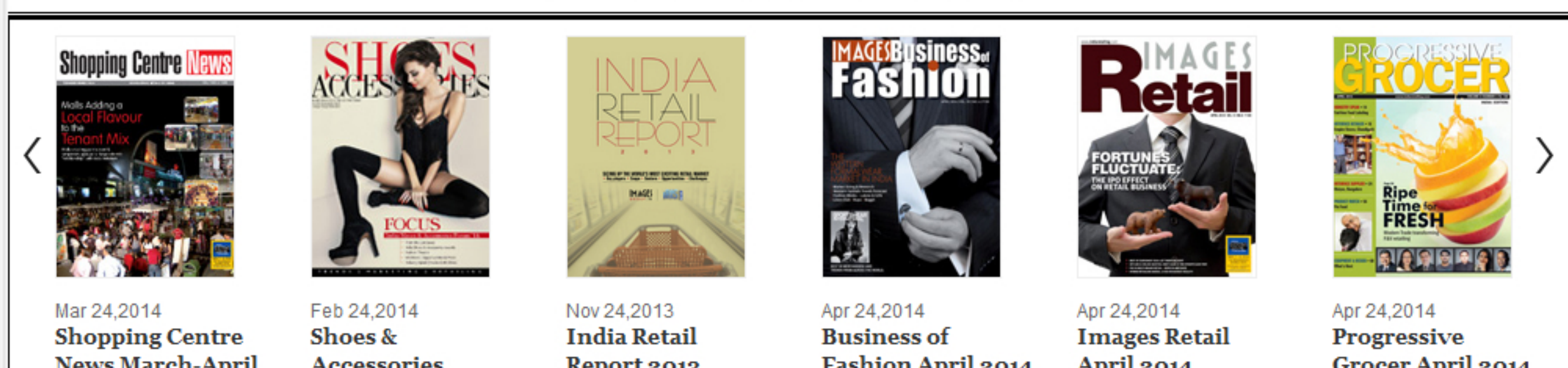


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