

Leasing Details of CAPITAL — MALL — *pamper yourself*

By

Capital Malls



NSIC - CRISIL
SE 3A



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Capital Mall,
is a new business model, incorporated by
Capital Malls.

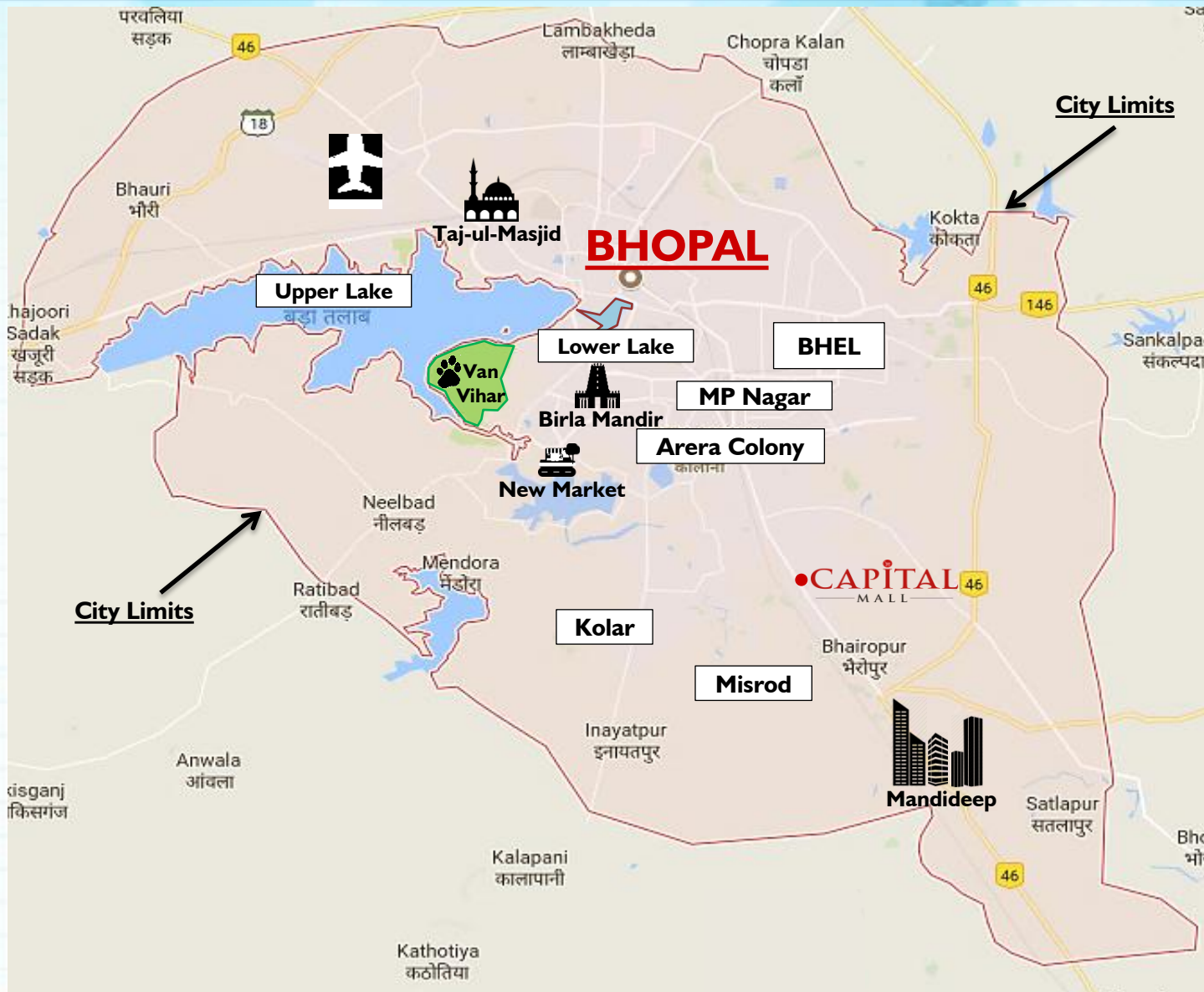
Under this concept the entire Mall is taken by **CAPITAL MALLS**, on a long term basis, with 100% Sub-Lease, Maintenance & Mall Management rights

The **Capital Mall**, Bhopal is first of this kind & soon many will follow.



CITY SCAPE

City Map



**Capital City of
Madhya Pradesh**

City of Lakes

**Population
17,98,218**

Area 686 km²

**Population
Density
2,887/km²**

Demographics of the City

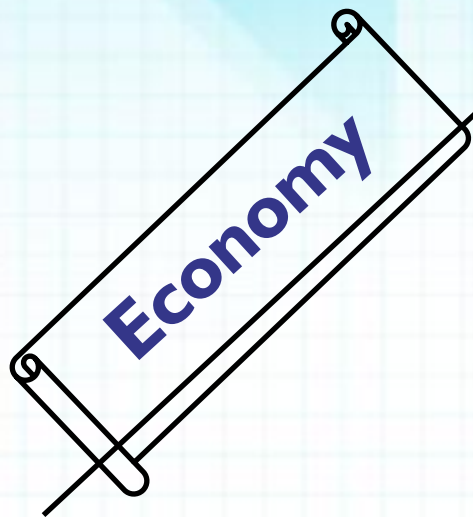
Particulars	Total	Male	Female	Facts & Figures	
City Population (2011 census)	17,98,218	9,36,168	8,62,050	Population Density	2,887/km²
Literacy Rate	83.47 %	87.45 %	79.16 %	Per Capita Income (2015-16)	Rs. 63,634
Sex Ratio	921	-	-	Area	686 km²
Children (0-6 years)	2,16,088	1,12,602	1,03,486	Average Household Size (2011 census)	4.9

The literacy rate of Bhopal is far better than the state literacy rate which stands at **69%** and also betters the National literacy rate of **74%**

Surprisingly the **sex ratio** of the city is not at par with state sex ratio of **931** & neither is it better than National average of **940**

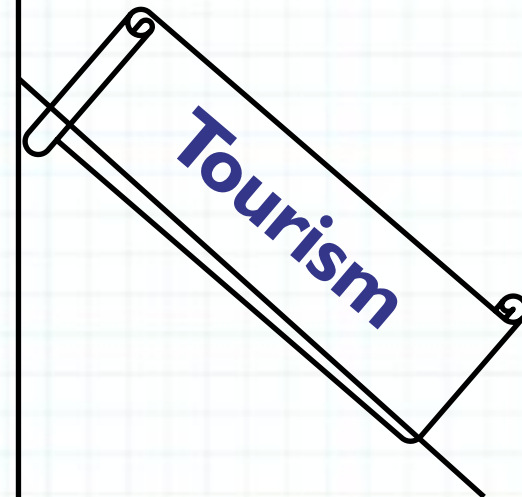
(Source : Census of India, 2011)

Socio - Economics of the City



- ❑ **BHEL** serves as an important source of employment to Bhopal.
- ❑ Home to **Dainik Bhaskar**, the **Rs. 17 billion** business conglomerate group of India.
- ❑ **Govindpura (1044 industries) & Mandideep (PnG, Godrej, Eicher to name a few)** are two major industrial hubs of Bhopal.
- ❑ **Per Capita Income of Bhopal = Rs. 63,634 (2015-16)**
- ❑ **GDP of Bhopal = Rs. 19,53,012 (Lakh crore)**
- ❑ **Being in Central India, MP** is gaining a lot of FDI investments and is being considered as a central warehousing hub. These developments are mostly around Bhopal, Indore, Gwalior etc.

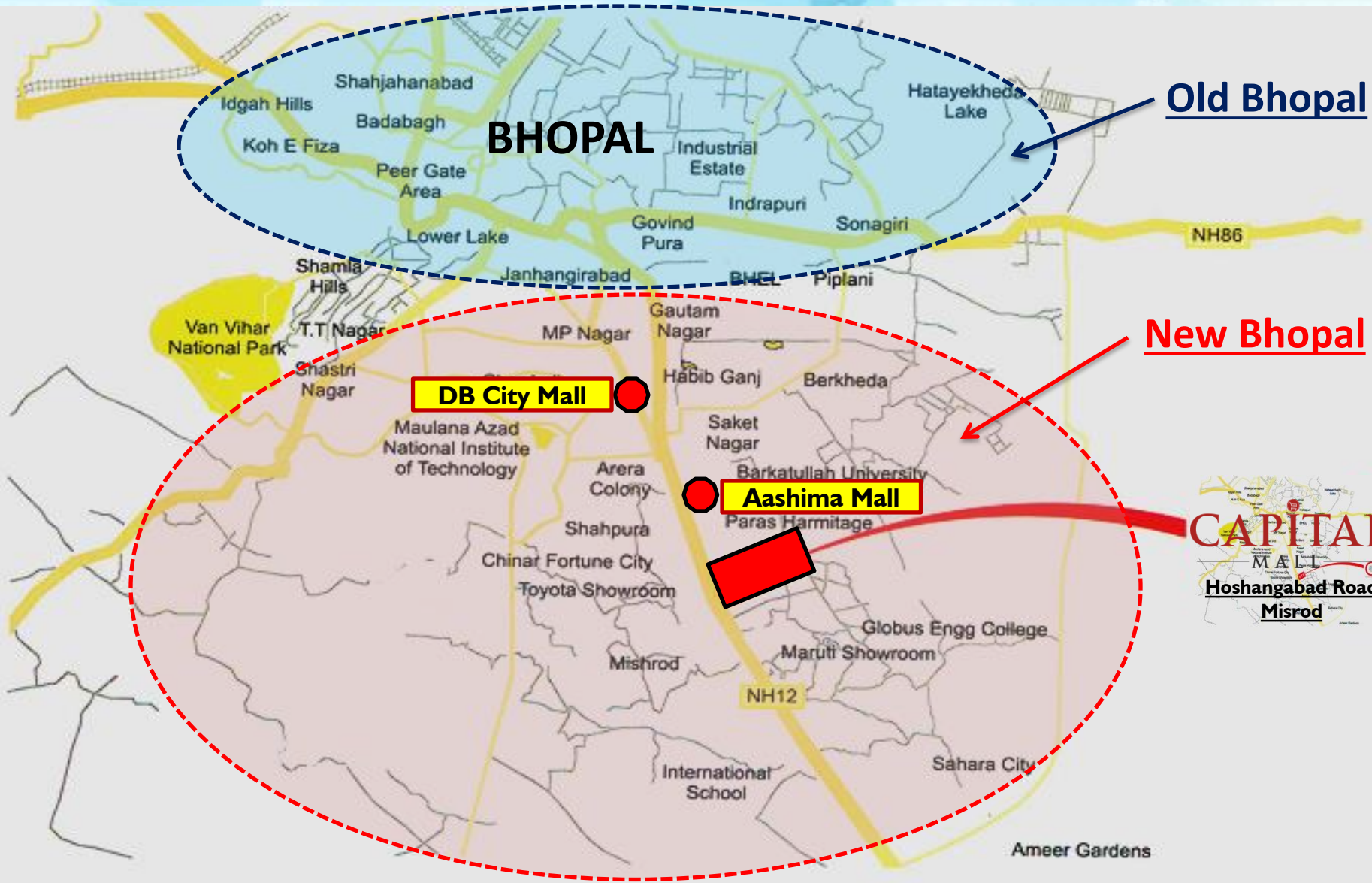
- ❑ Know as the '**City of Lakes**' due to presence of more than **15 lakes**.
- ❑ **Van Vihar National Park** is a major tourist attraction due to its unique & easy access to visitors to walk through the natural habitats of animals.
- ❑ The '**Taj-ul-Masjid**' is the **largest mosque of India** & one of the largest of Asia, attracting people from all over the world for its annual festival.
- ❑ **Diwali, Eid, Durga Puja, and Bhopal Ijtema** are major festivals celebrated in Bhopal and people indulge in shopping majorly during these festivals.
- ❑ Bhopal has a **rich history of Mughal culture**, hence one can find many **local markets** in small towns and localities of the city.





LOCATION OF MALL

Location of Mall



Mall Snapshot

Fashion Anchor: **LIFESTYLE**

Multiplex : **INOX (900+ seats)**

Hypermarket: **AAPORTI SUPERMARKET**

FEC : **MASTII ZONE & SNOW MASTII**

Food Court: **300+ seats**

Vanillas Stores: **90+**

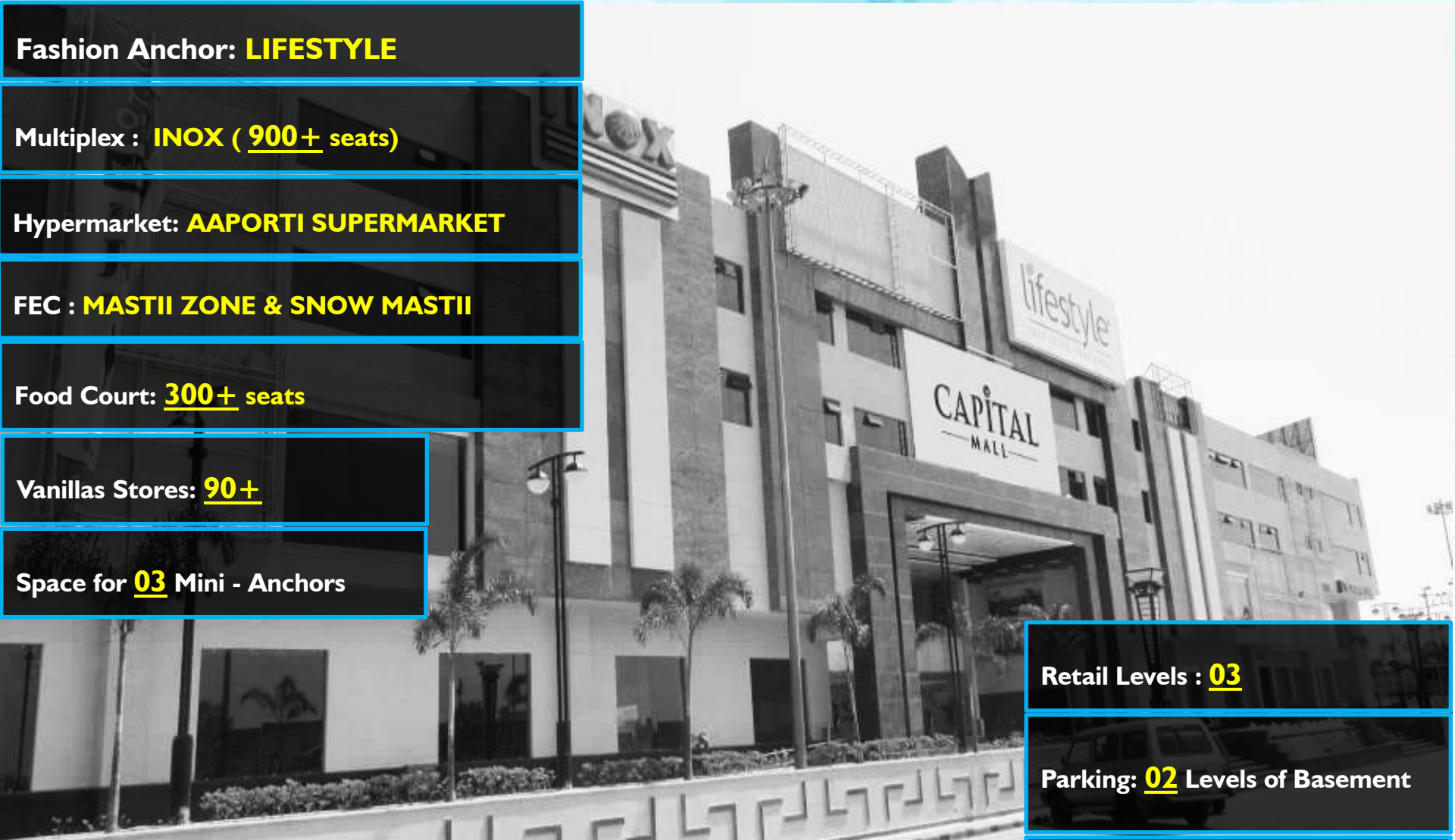
Space for **03** Mini - Anchors

GLA: Approx. **4,00,000** Sq. Ft.

Retail Levels : **03**

Parking: **02** Levels of Basement

Grand Atrium & Store Frontages

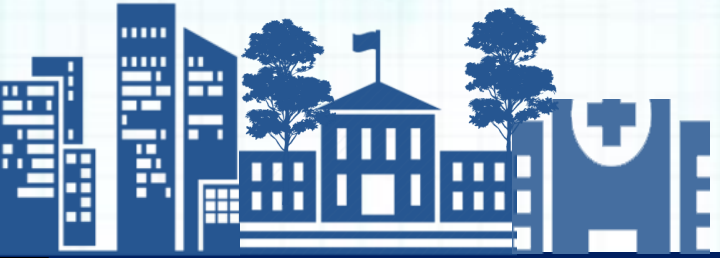




MALL ATRIUM

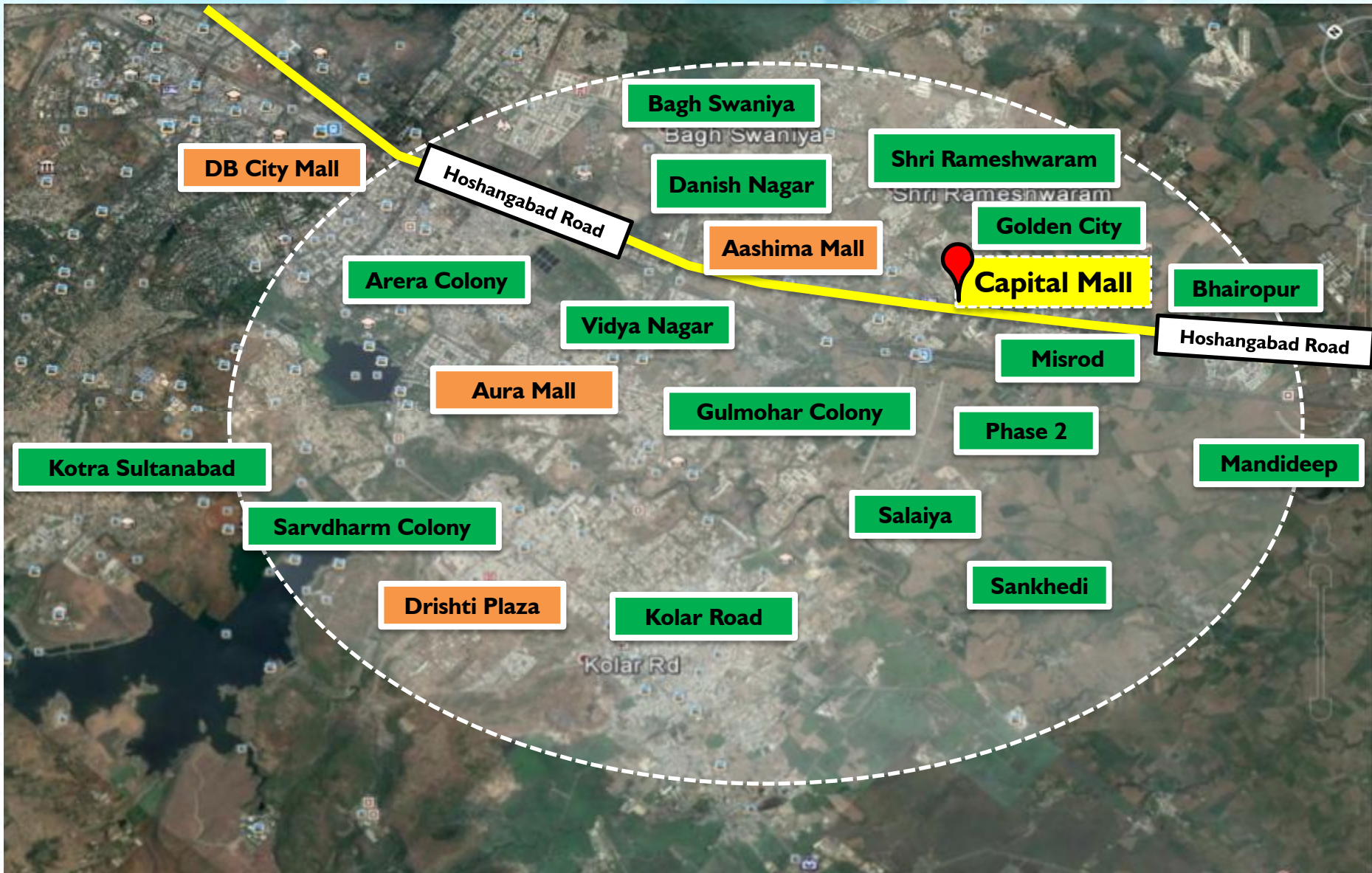


VANILLA STORES ALLEY



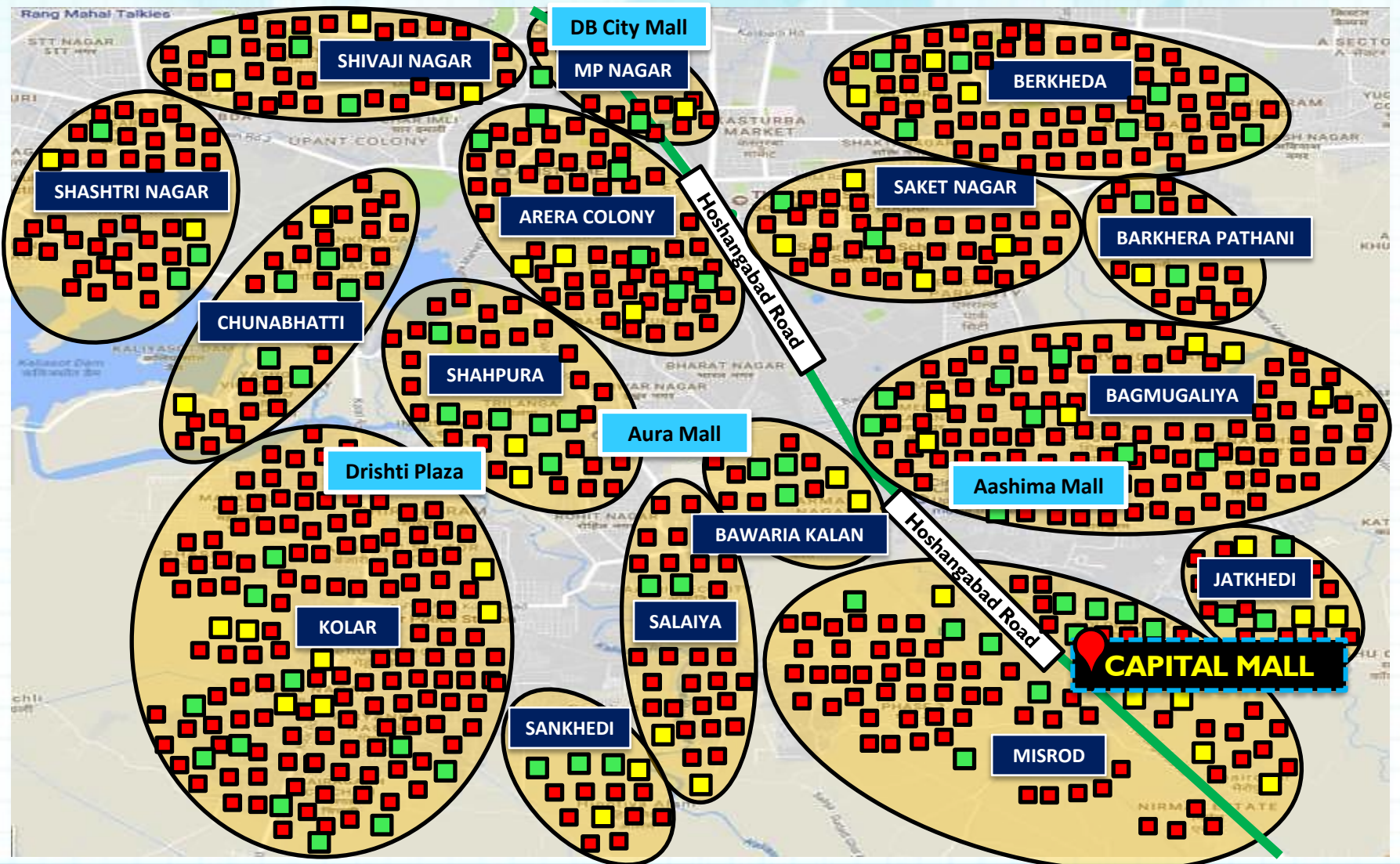
CATCHMENT

Primary Catchment (15 – 20 minutes)



Density Mapping in Catchment

Key Residences **Key Schools & Colleges** **Key Civic Amenities**



Catchment Analysis

- ❑ The catchment is densely populated and well developed in terms of civic amenities & infrastructure along with large pockets of educational institutes & healthcare centres **within a distance of 15-20 minutes from the mall.**
- ❑ It comprises of approximately **80,000** residential units, with population **above 5,00,000**. The catchment has a lot of upcoming residencies with over **20,000 units** which will get delivered by **2022**.
- ❑ The catchment is **70% middle class**, with an income group of under Rs. 15,00,000 per annum. **Rest 30%** yield above Rs. 15,00,000 per annum.
- ❑ The catchment houses **over 100 schools & colleges** mainly- **AIIMS, Kidzee, Sardar Patel Public School, Mount Carmel, RKDF, etc**, indicating that the population is young, aspirational, exposed to modern fashion and can influence the buying process.
- ❑ Working population of the industrial hubs of **Govindpura & Mandideep** reside in nearby localities like **MP Nagar, Arera Colony, Misrod, Kolar Road**.
- ❑ The mall is located in the **southwest quadrant of Bhopal**, which is a major developing part of the city.



Conceptual Change

From C-21 to Capital Mall

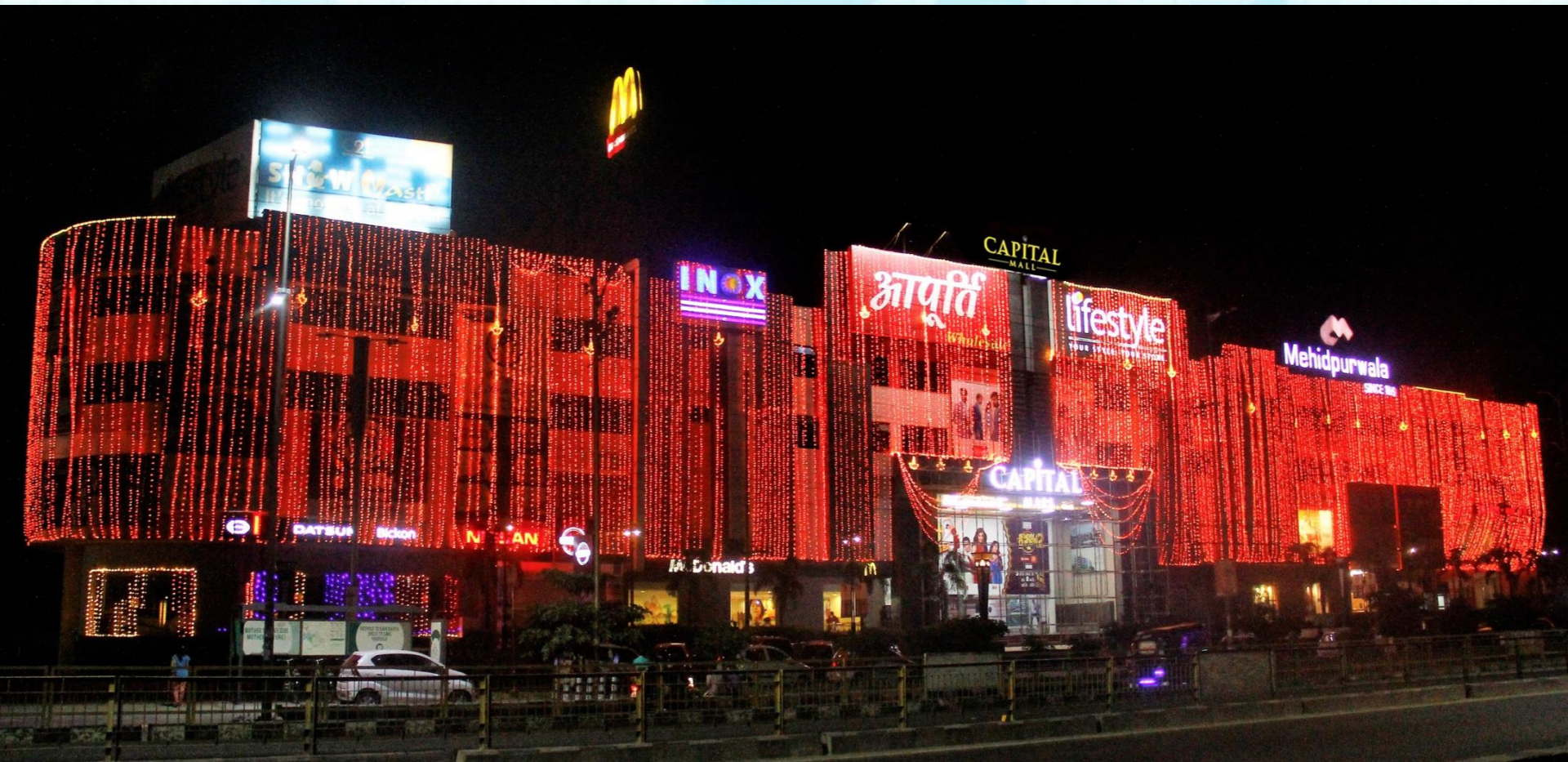

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Day View



Night View



Project Details

CAPITAL MALL

Mall Developer: Century 21 Malls India Pvt. Ltd.

Mall Operator: Capital Malls

Mall Management: Beyond Squarefeet Mall Management Pvt. Ltd.

Leasing: Beyond Squarefeet Advisory Pvt. Ltd.

Capital Mall – Bhopal ?

The Erstwhile **C2I Mall**, Bhopal
will be rechristened as


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And shall be Managed & Marketed by
Beyond Squarefeet for CAPITAL MALLS.

Why Capital Mall Now?

- ❑ Capital Malls, has now taken over the reigns of C-21 Mall and rechristened it **Capital Mall**.
- ❑ Capital Malls, will invest into the **enhancement of asset and growth** of the project.
- ❑ Capital Malls has appointed **Beyond Squarefeet**, for Marketing, Leasing & Mall Management.
- ❑ Professional mall management and maintenance with innovative events and promotions to be done by Beyond Squarefeet, which will ensure higher and repetitive footfalls.
- ❑ **Re-orienting the brand mix and making it an 'Aspirational Mall'**. This shall ensure a better connection between the mall and the targeted catchment.
- ❑ **Grand atrium and highly visible store fronts** add to the beauty of the mall.

What would be different NOW?

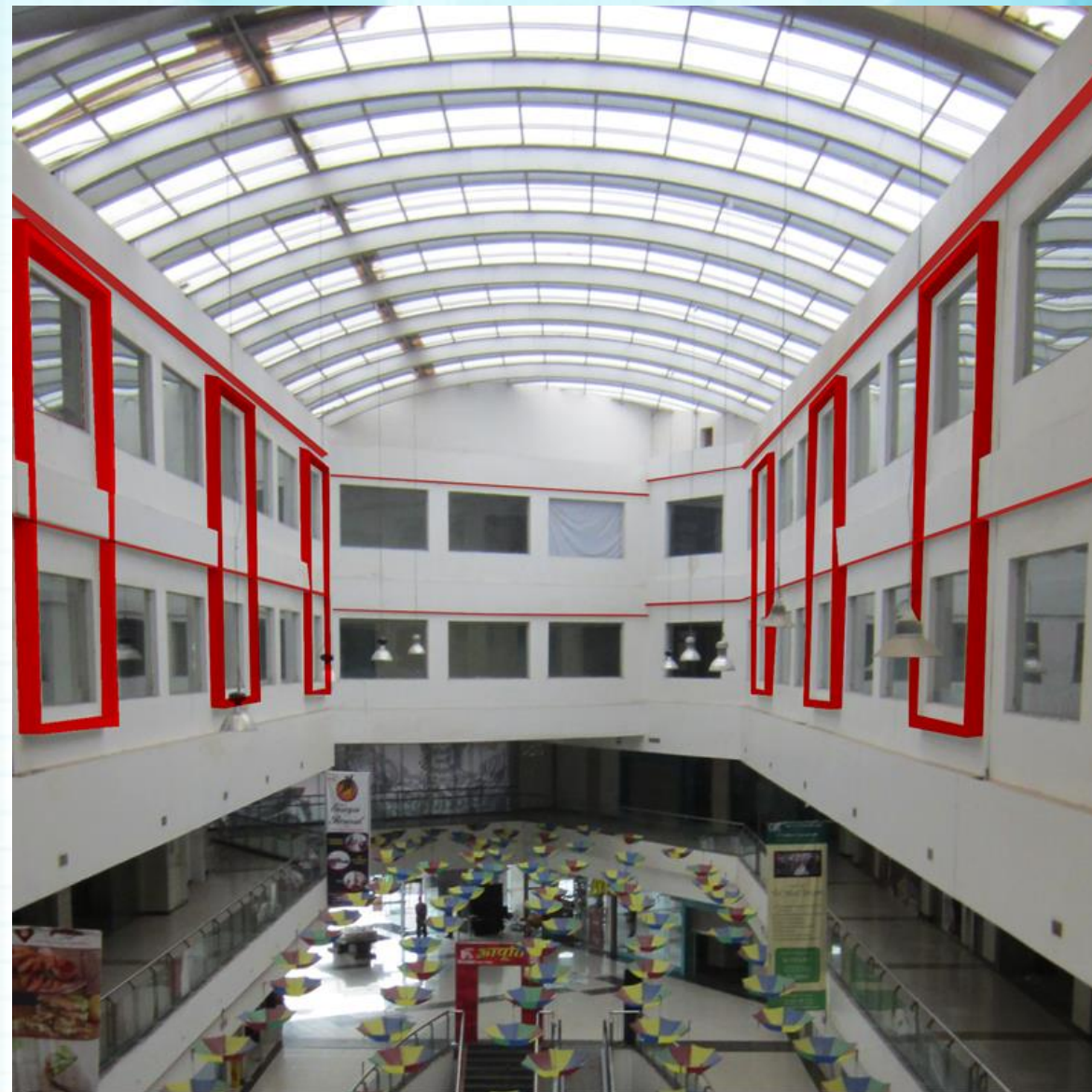
- The entire look & feel
- The tenant Mix & Category Mix
- Circulation, both vertical & Horizontal
- Adding of few international Lead Anchors
- Professional Marketing & Management of the Mall
- New & well spread Food Court
- More Entertainment Options
- Enhance customer satisfaction index

- ❑ The Mall is **being re-positioned in sync with the vision of the new management** and the aspirations of the catchment.
- ❑ The densely populated primary catchment of over **7,00,000 people** is missing out on a lot of brands that are still untapped and yet to operate in the area due to scarcity of quality retail space.
- ❑ Though the primary catchment pre-dominantly consists of middle class families with rest being upper middle class, they have **strong aspirations toward renowned brands**. Hence, Capital Mall desires to bridge the demand and supply gap in the catchment.
- ❑ Due to the reasons stated above, the mall is being re-positioned as an **'Aspirational Mall'** for the middle class consumers.



Tangible Changes

Mall Atrium



A fresh look is being planned for mall atriums. The red colour from **Capital Mall's** theme has been subtly added in the atriums to make it more attractive visually.

Transform Dead Wall into a USP



This prominent wall in the main atrium shall be turned into a USP for the mall.

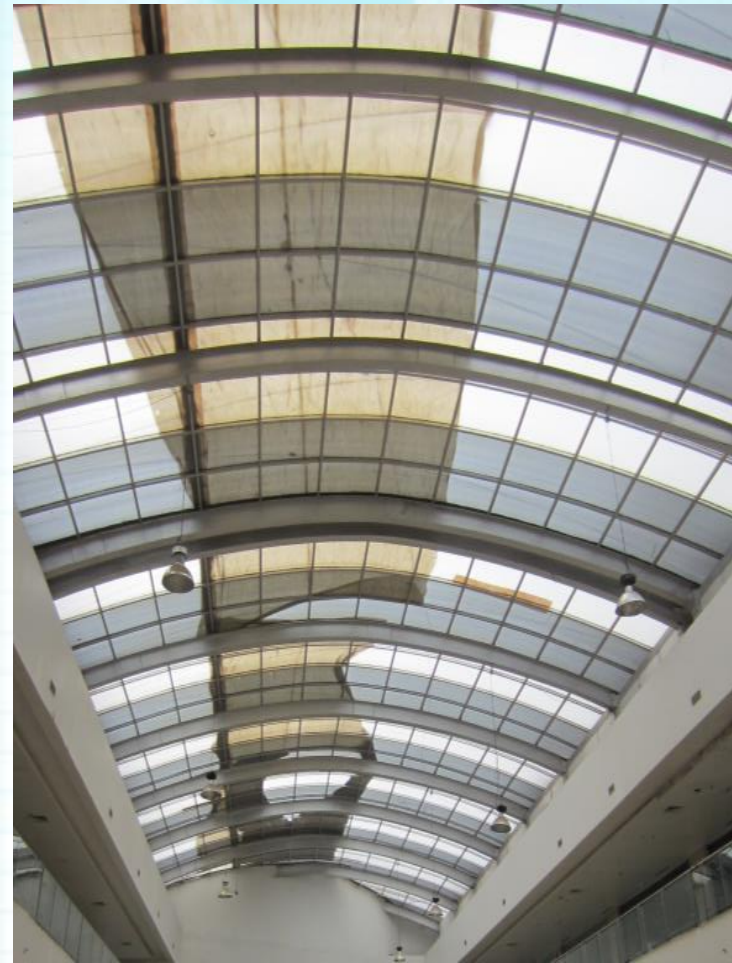
It shall pull people up to the 2nd floor of the mall, where some nice concepts of fine dines have been planned.



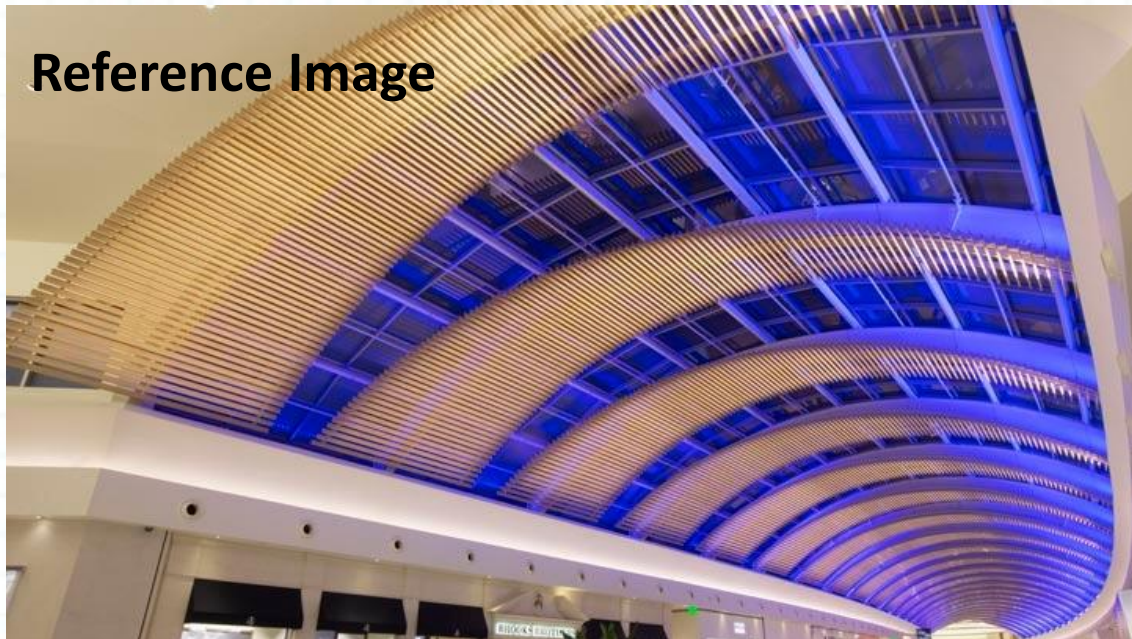
Also planning to turn this space into an art gallery

Mall Skylights

We also intend to add some interest to the skylight by adding some colour into it as depicted by the reference image.



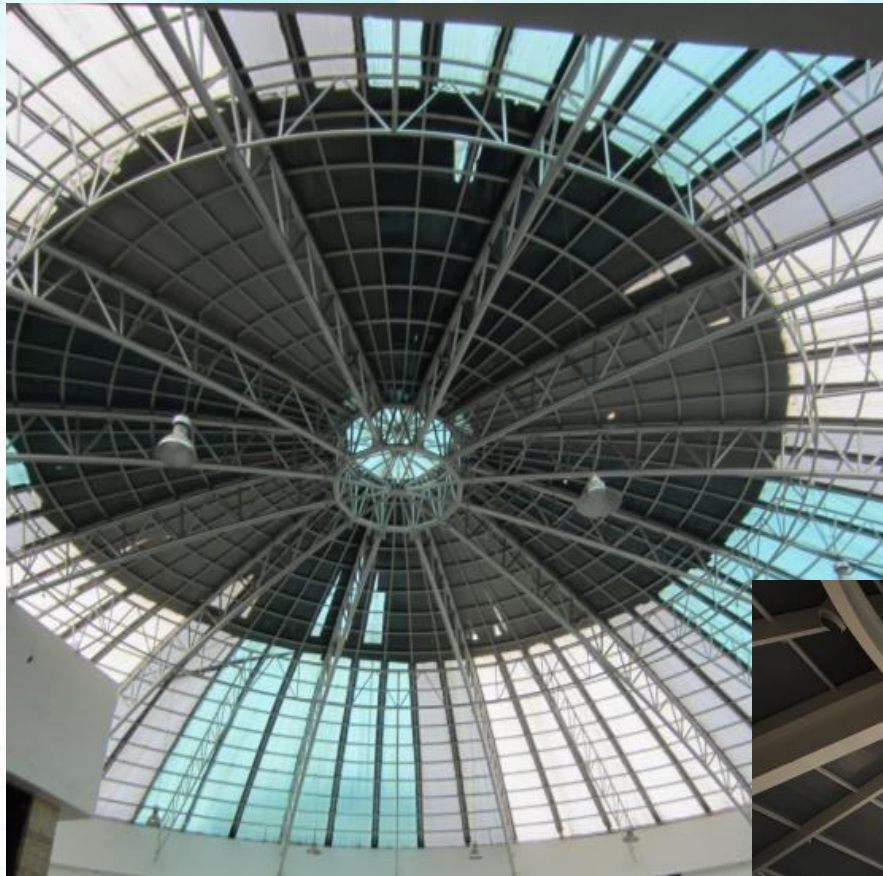
Actual Picture



Reference Image

Main Atrium Skylight

We plan to lit this main skylight in an interesting way.

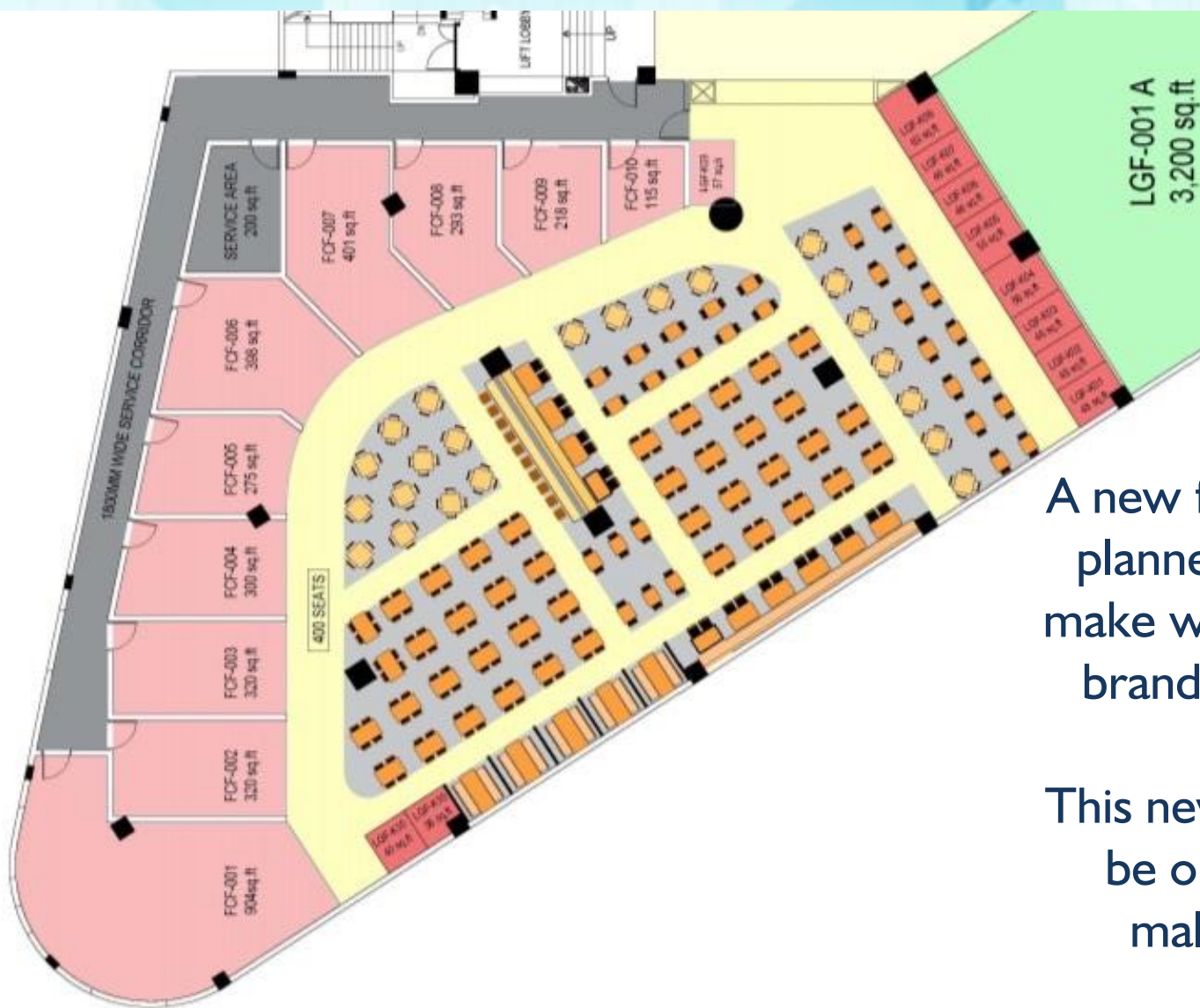


Actual Picture



Reference Image

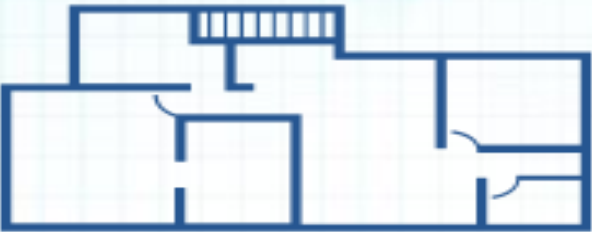
New Food-court on Lower Ground Floor



A new food court has been planned and re-located to make way for more fashion brands on Upper Ground Floor. This new food court would be one more USP of the mall and attract regular footfalls.

New Food-court reference Images





Leasing Updates

Lower Ground Floor

Brand LOGO's

Operational in Mall

Brand Name

Proposed to respective brand



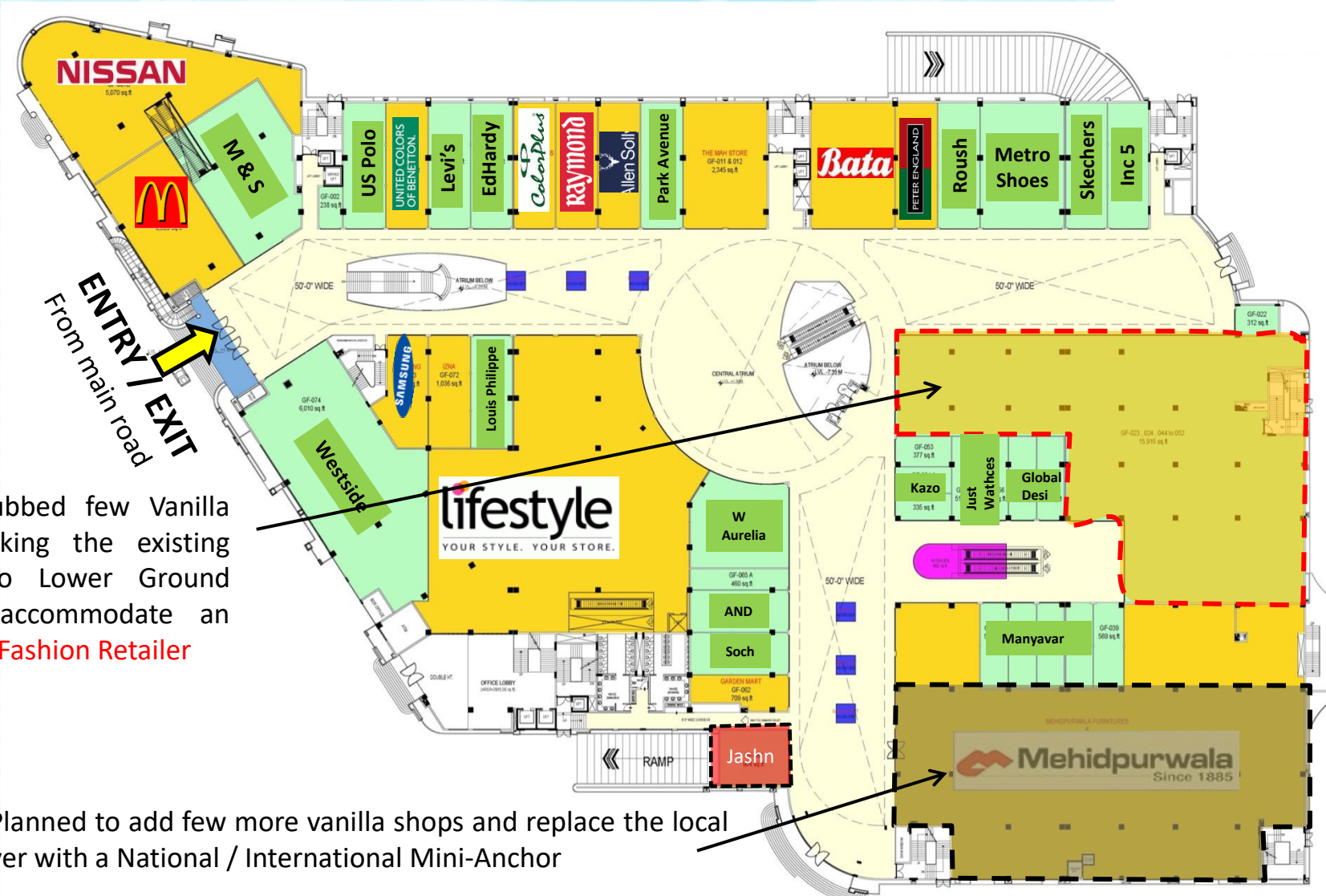
A new nicely done bigger food-court is being made here with approx. 400 seats

We are replacing *Aapurti* with a National Hyper retailer.

Upper Ground Floor

Brand LOGO's Operational in Mall

Brand Name Proposed to respective brand



We have clubbed few Vanilla Stores & taking the existing food-court to Lower Ground Level to accommodate an **International Fashion Retailer**

In phase 2 - Planned to add few more vanilla shops and replace the local furniture player with a National / International Mini-Anchor

First Floor

Brand LOGO's Operational in Mall

Brand Name Proposed to respective brand



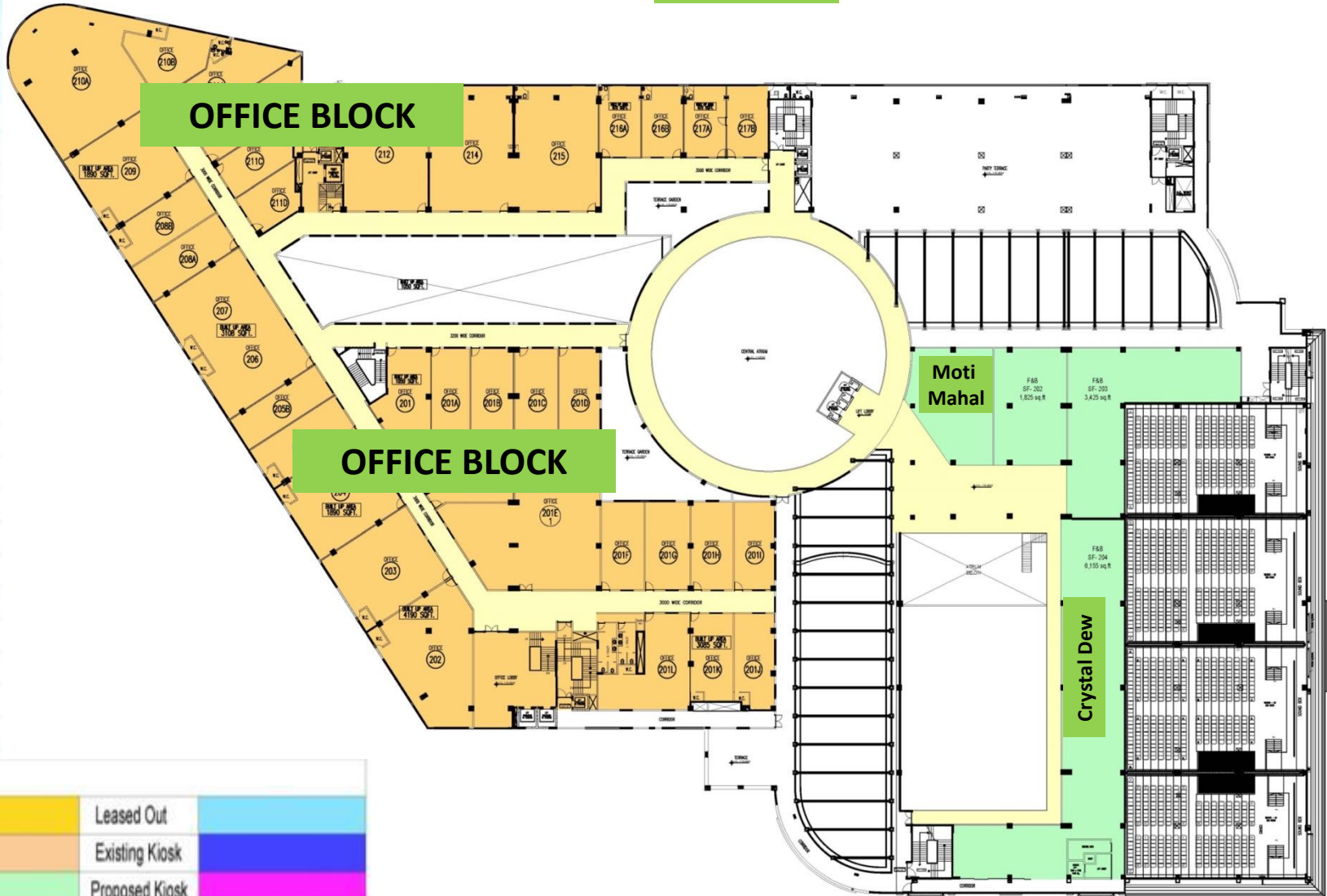
LEGEND :-

Operational		Leased Out	
Under Fit-out		Existing Kiosk	
Vacant		Proposed Kiosk	

Second Floor

Brand LOGO's Operational in Mall

Brand Name Proposed to respective brand



Leasing Status

- We are confident that bringing **H&M** at this project would create enough buzz in the town and would attract a good number of foot-falls which in turn will be beneficial for every parties associated
- We are in advanced stage of discussion with **Arvind Group** (7-Formats), **Madura Group** (5 – Formats), **VF Brands** (3 – Formats), **Indus League** (3 – Formats), etc for bringing their respective formats into the mall
- We are on commercial stage of discussion with Anchor/Mini-Anchor formats like **Big Bazaar & LCOVE** (an European furniture retailer) at our project
- This new food court would be one more USP of the mall and attract regular footfalls
- Proposed to **Bestseller Group, Major Brands Group, Levi's**, and several other brands as mentioned in the floor plans in above slides

Brand Presence in Capital Mall



Brand Presence in Capital Mall



Brand Presence in Capital Mall



Events in Capital Mall



Concurrently Leasing



Concurrently Leasing

Alcazar Mall
Hyderabad



Novelty Mall
Pathankot



City Mall - Kota
The 1st Mall of Kota



Contact Details



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THANK YOU!