

Omaxe Group brings on board Beyond Squarefeet

25 Jan 2012



Omaxe Group, an infrastructure conglomerate, has approached Beyond Squarefeet, a mall advisory company, for its upcoming project "Omaxe Connaught Place" in Greater Noida. For this 1.48

million sq.ft. mix-use project, Beyond Squarefeet will do a primary market research on the consumers buying behavior, propensity to spend, demographics and psychographics, competition mapping, etc.

According to Susil Dungarwal, Chief Mall Mechanic, Beyond Squarefeet: "We are thrilled to be a part of such a large reputed conglomerate and such a large project, as this would be our second project in North India. We would put our best foot forward to help the Omaxe Group to create a strategy which will help them convert this project into a sustainable mall."

Beyond Squarefeet would conduct this research with a sample size of about 500 respondents across consumers, retailers, and real estate agents. Omaxe Connaught Place will be a shopping-cum-entertainment mall, featuring office space, a shopping mall, a five-screen multiplex, a five-star hotel, food courts, a family entertainment zone, etc. Many brands have signed up with this project to operate offices and shops.

Omaxe Group has presence in real estate and infrastructure development across 12 states and 40 cities in India. The group has set up more than 13 malls across North India.

Beyond Squarefeet deals in areas such as conceptualization, management, positioning, marketing, leasing, facility, and re-orientation of malls.

-IndiaRetailing Bureau