

# Leasing Presentation of



*Premium Boutique Mall*

Hyderabad



NSIC - CRISIL  
SE 3A



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# Atrium – Mall Facade



# Snap Shot of Hyderabad City



# Hyderabad at A Glance

## Population

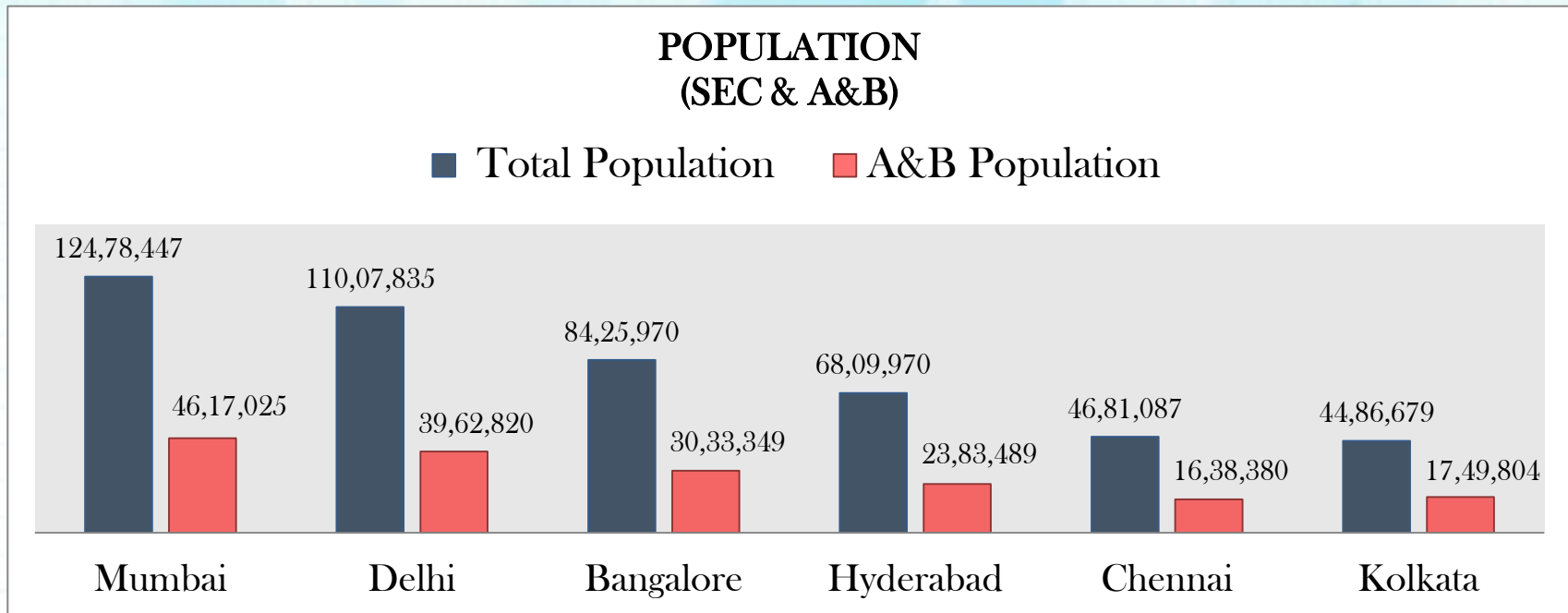
Particulars	Total	Male	Female
Total Population (2011 census)	6.8 Million	3.6 Mn	3.2 Mn
Literacy Rate	82%	85%	79%
Sex Ratio	955		
Children (0-6 years)	7.25 Million	3.7 Mn	3.5 Mn

## Facts & Figures

Population Density (4 <sup>th</sup> Most Populous City in India)	18,480/sq.km.
Per Capita Income (2014-15)	Rs. 2,94,000/ annum
Area Ranking	3 <sup>rd</sup> largest city in India
Average Household Size (2011 census)	4.6

*The literacy rate of Hyderabad is far better than the state literacy rate which stands at 66% 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 988. However it is better than National average of 940.*



- **As per Socio Economic Classification (SEC), more than 1/3<sup>rd</sup> of city's population comes in A&B category which denotes :**
  - **High consumerism** in the city.
  - **Favourable customer base for retail.**
  - **Growth in purchasing capacity** of consumers.
  - **Increased quality of standard of living.**

# Mall Positioning & Snapshot

ATRIUM MALL is where consumers will come to explore the opportunity to enjoy a “**premium experience**” because of the mix of retailers and **convenience-oriented shopping** options in a place that feels like it’s the **hub of the community**.

*IT reflects the personality of the community and becomes not only the convenient “go-to” center, but also the “**place to be**”*



# Atrium - Snapshot

GLA- **3 Lakh Sqft.**

Retail - **Ground + 3.**

Parking - **3 Levels.**

Floor Plate - **40,000 Sqft.**

Multiplex- **950 seats (Sathyam  
Cinemas)**





# What ATRIUM MALL Offers..

- A soon to be launched Mall spread over 3,00,000 Sq.ft. of GLA
- Positioned to cater to the **“Premier”** customers of its catchment.
- To be a **one stop destination** for about 4 lacs residential population and 3.5 lacs floating population.
- **Focuses on 4Fs** – Films, Food, Fashion & ....Fun.
- Aimed to cater to the **Youth & young families** of the **IT professionals** working in the immediate catchment.

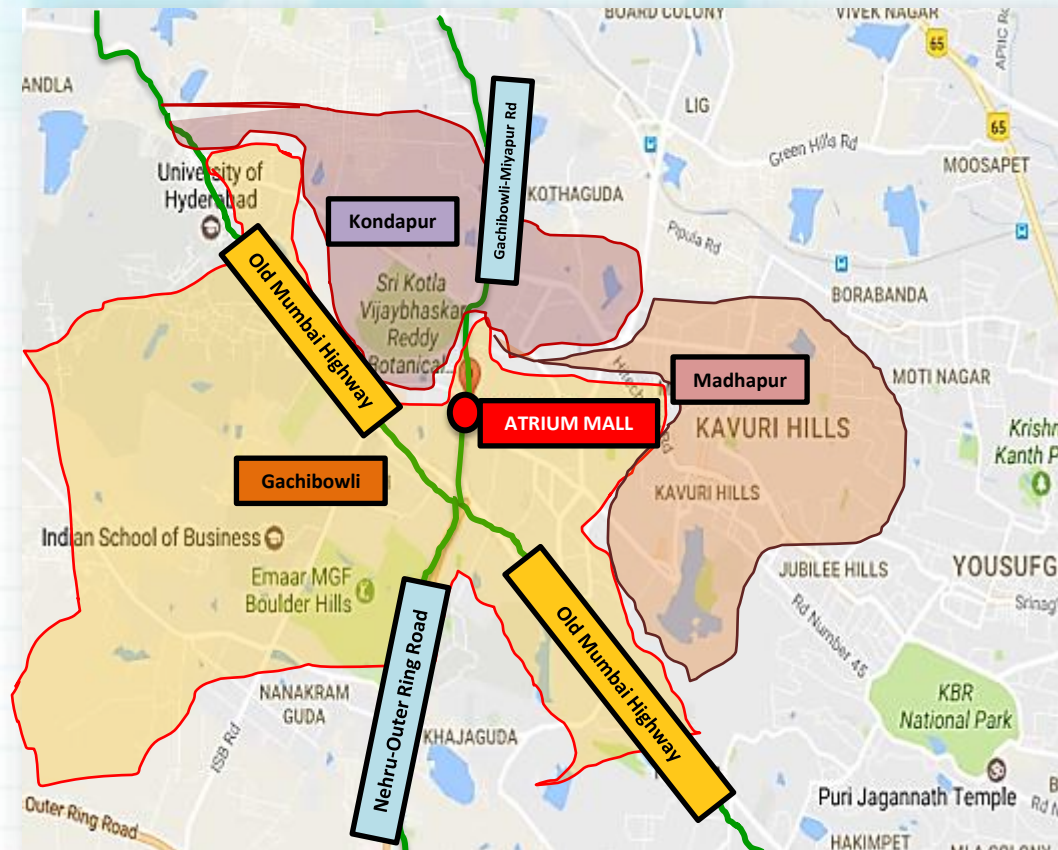
# Mall Location & Catchment Analysis

- Located in Kondapur, parallel to Gachibowli-Miyapur Road.

- 100+ MNC's in the vicinity (5 kms)

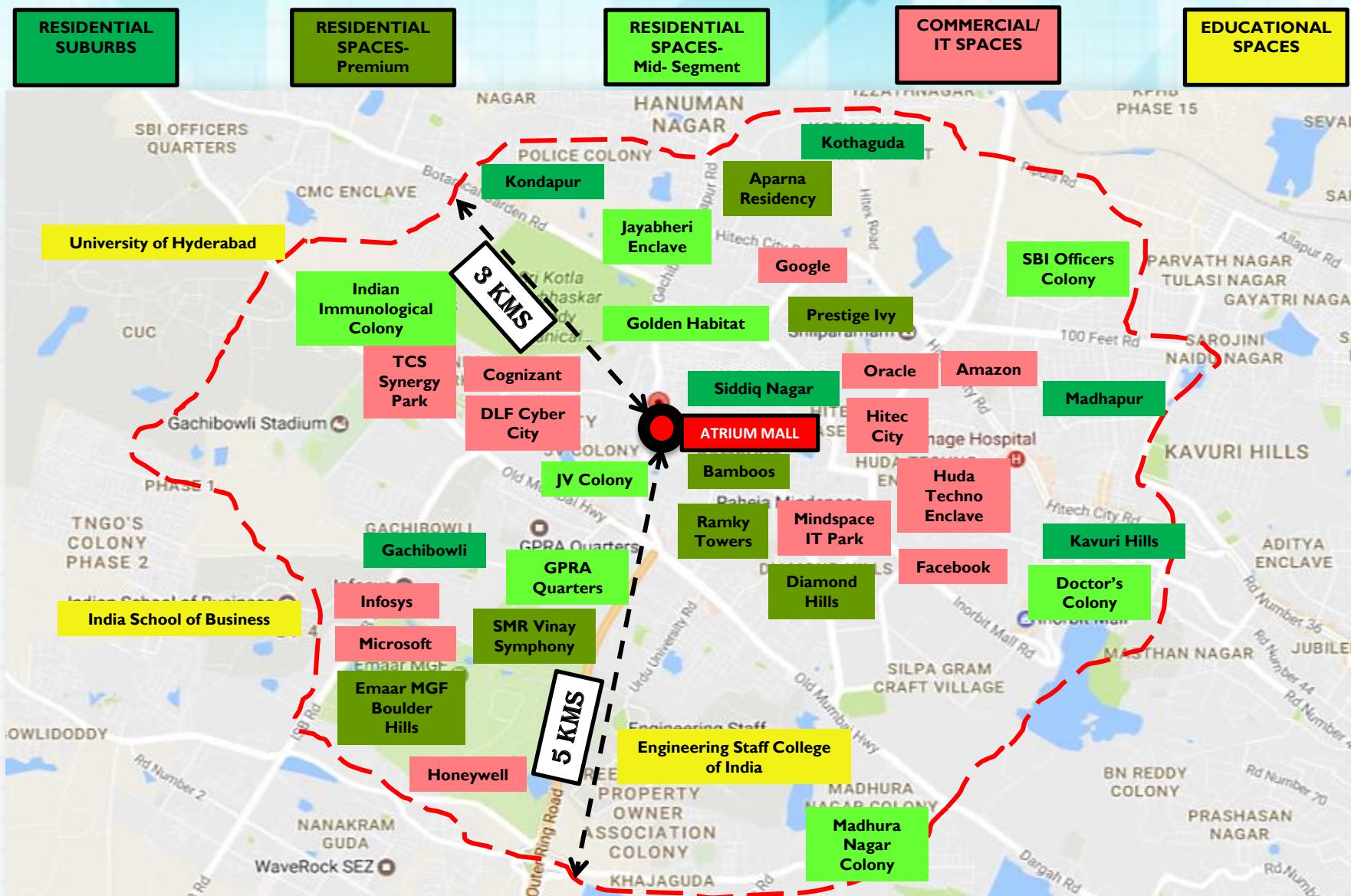


- Sandwiched between **developing suburbs** like Gachibowli, Madhpur, Kothaguda, etc.





# Immediate Catchment

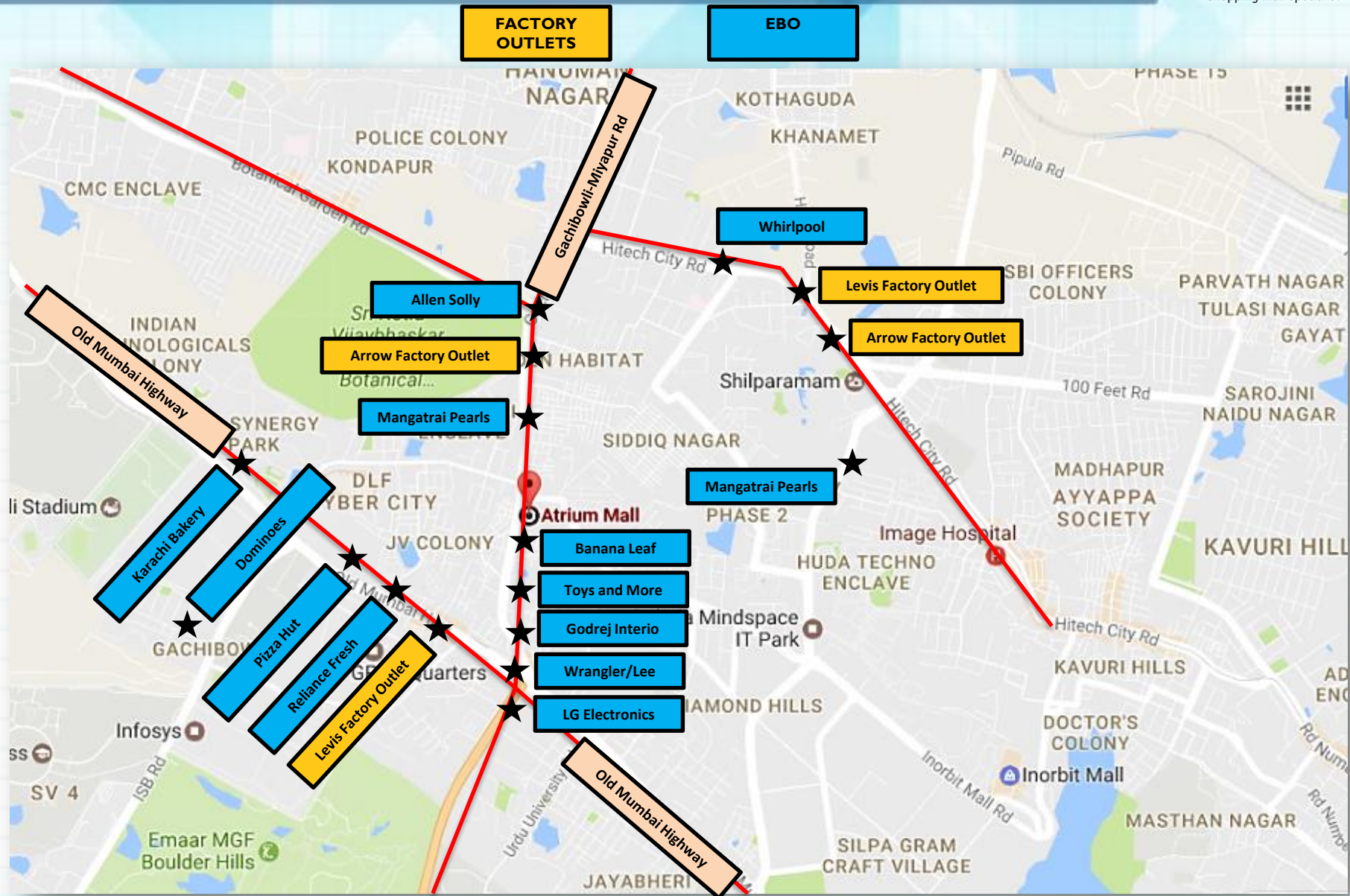


## CATCHMENT ANALYSIS:

- a. **Fastest growing suburb** of Hyderabad (**Kondapur & Gachibowli**)
- b. **Good connectivity & accessibility** with robust physical & social infrastructure.
- c. **Strategically located** in dense cluster of **IT companies**.
- d. High density of **young population** and nuclear family.
- e. Surrounded by **70,000 residential units**.
- f. Surrounding has many **educational institutes** (University of Hyderabad, Indian School of Business, Engineering Staff College to name a few)



# High Street Mapping for Atrium





# Mall Interior View

# Lobby of Atrium Mall





# Lobby View of Atrium Mall





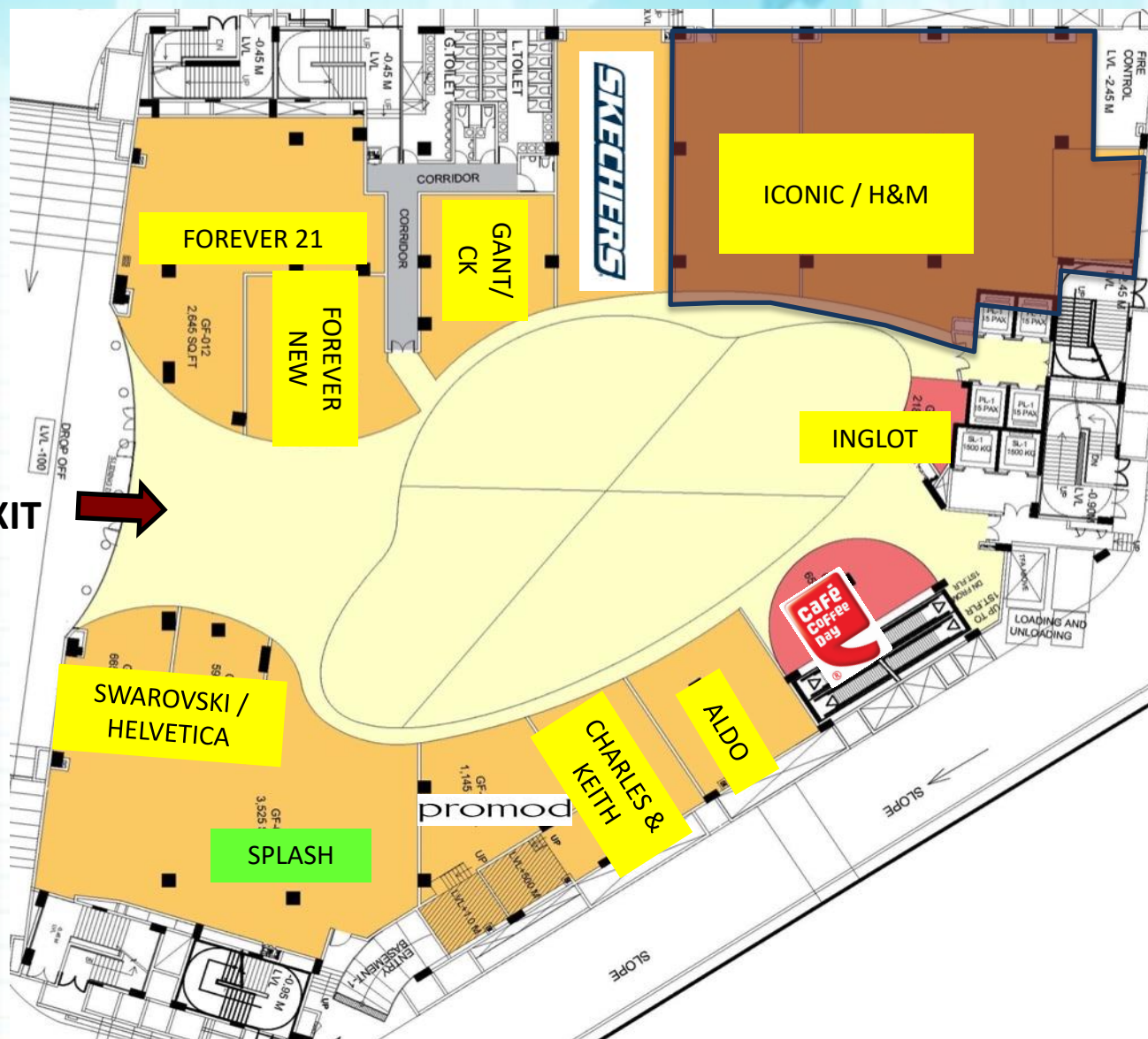
# Proposed Lift Lobby



# Floor Plans

# Ground Floor

MAIN  
ENTRY / EXIT



## LEGEND

LOGO - SIGNED BY  
BRAND

DEALS AT LOI  
STAGE

DEALS UNDER  
DISCUSSION



LOGO - SIGNED BY  
BRAND

## DEALS AT LOI STAGE

## DEALS UNDER DISCUSSION

# Second Floor



## LEGEND

LOGO - SIGNED BY  
BRAND

DEALS AT LOI  
STAGE

DEALS UNDER  
DISCUSSION

# Third Floor



## LEGEND

LOGO - SIGNED BY  
BRAND

DEALS AT LOI  
STAGE

DEALS UNDER  
DISCUSSION



# Fourth Floor



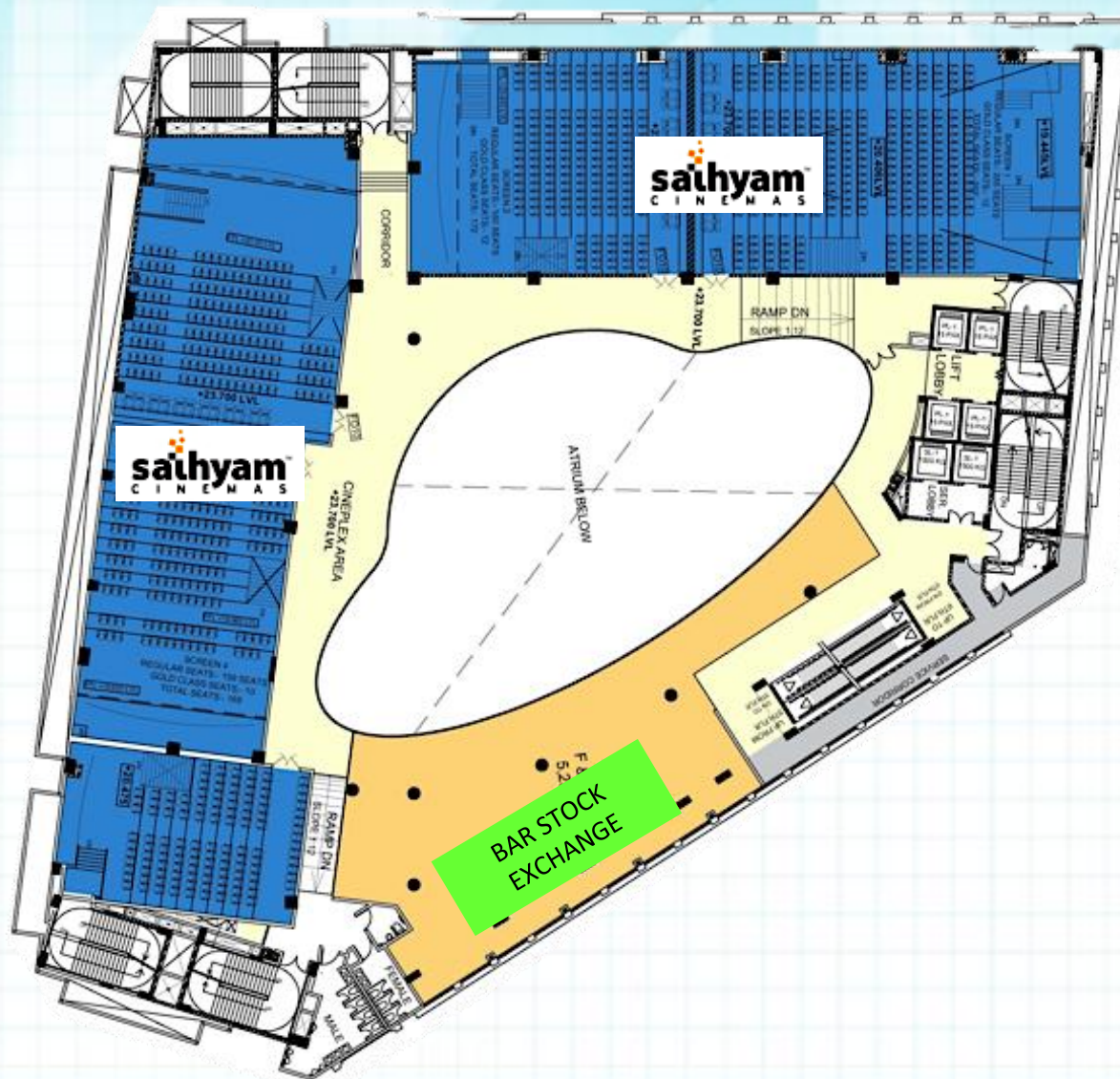
## LEGEND

LOGO - SIGNED BY  
BRAND

DEALS AT LOI  
STAGE

DEALS UNDER  
DISCUSSION

# Fifth Floor



## LEGEND

LOGO - SIGNED BY  
BRAND

DEALS AT LOI  
STAGE

DEALS UNDER  
DISCUSSION

# Mall Current Status



# Current Pictures





# Concurrently Leasing

**DN Regalia**  
Bhubaneswar



**Gokulam Galleria**  
Calicut



**Capital Mall**  
Bhopal



**Alcazar Mall**  
Hyderabad



# Concurrently Leasing

**Alcazar Mall**  
Hyderabad



**Novelty Mall**  
Pathankot



**City Mall - Kota**





# Contact Details

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# THANK YOU!