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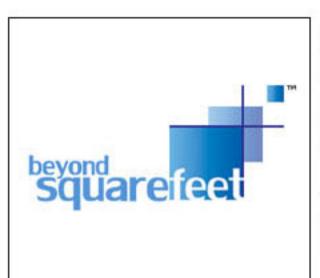
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Beyond Squarefeet opens Mall Management company

What's New 🔻

23 Aug 2011



Beyond Squarefeet, a mall advisory company, has opened a new Mall Management entity called "Beyond Squarefeet Mall Management" headed by Sanjay Prabhu. The new company will focus on professional Mall Management sector in the country considering the number of Malls to go up to about 400 in tier I and tier II towns in the next 2-3 years.

Technology 🔻

The new company will focus on Mall management, while the older company will continue with the advisory business of mall and retail industry.

Speaking on the occasion, Sanjay Prabhu, Mall mechanic and chief managing officer, said: "Our focus will be to take up Mall Management in various tier I & tier II cities, apart from the metros. We are focused on creating shopping experiences, which the consumer will love, through managing malls on international techniques, with an Indian touch. Our experience of managing some of the successful malls, across India will surely help us to take this business to the next level".

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Susil Dungarwal, chief mall mechanic, Beyond Squarefeet, said that the response to company's advisory services has been a driving force for establishing the new company focusing on Mall Management. He said that Beyond Squarefeet Advisory, within a short span of less than 2 years, currently runs about 12 projects. across India, Nepal & Qatar. Started in 2009, the company has seen a 500 per cent growth in its revenue over previous year.

Some of the malls managed by the team previously are Forum Malls (Prestige Group), Inorbit Malls (K. Raheja Group), Haiko Mall (Hiranandani Group) Phoenix Malls, Marketcity Malls, Metro Junction (kalyan), Magneto Mall (Raipur), City Mall 36 (Raipur & Bilaspur), Neptune Magnet Mall, Lulu International Shopping Mall, Bergamo, UB City, Forum Value Mall and Eva Mall.

Beond Squarefeet provides solutions in areas ranging from Mall conceptualization to Mall Management. The company has managed Mall development and operations of more than 30 million sq. ft. (3 Crore sq.ft), spread in various parts of India. Some of the current projects of Beyond Squarefeet include Lonavala Square (Lonavala), Parco Mall (Doha, Qatar) and Gokulam Galleria (Calicut, Kerala).

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