

R K Industries to set up luxury mall in Chennai  
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Chennai-based R K Industries, the Rs 150-crore manufacturer and exporter of garments, is setting up a luxury mall spread over 40,000 sq ft in the heart of the city. The new mall, christened Chennai-Bergamo luxury mall (Bergamo is an Italian city known for its rich monuments), is being set up at an estimated cost of Rs 10 crore (without land cost) under a new company KKA Buildtech. The four-storey mall is to come up on Khader Nawaz Khan Road and is expected to be ready by March 2010. "Global brands desiring to set up shop in India have limited options to sell their products. Most of them end up housing their shops inside five-star hotels due to lack of appropriate space and exclusive environment. Bergamo luxury mall concept has been conceived with the aim of creating an alternative and viable environment for luxury brands and offer exclusive services," said Ajay Agarwal, managing director, KKA Buildtech. "We are in discussions with about six luxury brands that would set up their boutiques in Bergamo," he added. The key features of Bergamo include "meet and greet" hostesses, personal shopping advisors, and concierge services, among others. Agarwal said that the retail space in India had not kept pace with the growth of the luxury market in the country. There is a huge potential to create luxury malls in key Indian cities to provide viable exclusive environment for global luxury brands, he added. Mumbai-based Square-foot Management, a mall advisory firm, has conceived the Bergamo luxury mall project and is marketing it. The promoters of Squarefoot Management include Susil S Dunganwal, who has had over a two-decade experience in retail and real estate business. He has been involved in many major mall projects across the country. According to Confederation of Indian Industry estimates, India's high-end retail market could grow to \$30 billion by 2015 from the present \$3.5 billion plus size with right impetus.

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