



## **BEYOND SQUAREFEET TO MANAGE LONAVALA'S UPCOMING MALL**

Boutique mall advisory company Beyond Squarefeet has bagged an upcoming mall project in Lonavala. Developed by Dhanlaxmi Builders and Developers, the 1,50,000 sq.ft GLA mall will have a multiplex, entertainment and food court. "The challenge is that though based in a tier III town, the mall will cater to customers from major cities. Therefore, the ideal tenant mix of this mall would be regional as well as national retailers," said Susil Dungarwal, chief mall mechanic, Beyond Squarefeet.

"Lonavala is an ideal location for retailers to set up shop as the occupation cost would be much lower and it would cater to people from Mumbai and Pune, in addition to locals," said Sunil Sangoi, managing partner, Dhanlaxmi Developers. The mall is slated to open in the first quarter of 2011.