

Susil DUNGARWAL floats Squarefeet Management to counter Mall Mistakes

After quitting Ishanya as a CEO, & having worked with industry leaders like Shoppers Stop, Hiranandani Group, Prestige Group, Emaar MGF, The LOOT, for over two decades, sets up a specialty Mall Development & management company.

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After having worked for various industry leaders in the Retail / Realty Sector for over two decades, Susil S. Dungarwal has decided to set-up a specialized company which will focus into Mall Development, Mall Marketing, & Mall Management.

'**Squarefeet Management Pvt Ltd**' (SMPL), is an entrepreneurial venture which is into the business of Mall Development, Mall Marketing & Mall Management. Squarefeet Management is an end to end '**Mall Concept management company**' with focus on Retail & Real Estate. We manage any Retail/Realty (Mall) venture right from conceptualisation to implementation to operations; he is joined in this company with two more entrepreneurs with expertise in Real Estate & infrastructure, thus bringing a synergy of talent. To begin with SMPL will offices in Mumbai (Head Office) & the south Indian office is based at Chennai.

'While there maybe many companies in the similar sector, but what differentiates us is that we come with a '**Hands-on**', experience, while others are still learning at their clients' cost' says Mr. Susil Dungarwal, Founder & CEO, Squarefeet Management Private Limited, talking on competition in the sector.

SMPL basically comes in as a hand-holding advisory company and manage the entire spectrum of any project including but not limited to Conceptualisation, Mall Positioning, PMC, Marketing, Leasing, Mall management, Etc. The professional team of Squarefeet management come with more than 22 years of experience, specializing in Mall Development & Operations, jointly having managed more than 20 million sq. ft. (2 Crore sq.ft), in various parts of the country.

The team has over the last few years associated/worked with many industry leaders like, Hiranandani Group (Haiko Supermarket, The Loft, Culture Shop), K. Raheja Corp (Shoppers Stop), Prestige Group (Forum Malls), Emaar MGF, Ishanya, L&T, Maytas, etc.

While the number of Malls in the country is very high, it is to be noted that many of them have a flawed layouts, inefficient planning, unsafe disaster management plans, Unplanned parking systems, etc. Speaking on the occasion, Mr. Susil Dungarwal, Founder & CEO said 'The whole emphasis by most Mall developers is on the rentals & returns, in the bargain, they have a short term vision on better returns, without realizing the long term impact of the same on the Mall & its occupiers'. 'Our focus would be to advice the Mall Developers to look at minute details, at the same time a long term vision for the Mall & look beyond Rentals' he added.

The other two entrepreneurs are Mr. Devang Dave of G. Punjalal Dave Group, Mumbai & Mr. Pankaj Davey, based out of Chennai.

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You can also visit www.squarefeetmgmt.com for more information.