

Susil Dungarwal welcomes Dheeraj Dogra to Squarefeet Management

In a weak market, Susil Dungarwal hunts for talent, to upscale the Mall Management business.

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Squarefeet Management Private Limited (SMPL), **'India's First Mall Advisory Company'** floated by Susil S. DUNGARWAL recently, ropes in Mr. Dheeraj Dogra as **'President - Business Development'**. Mr. Dheeraj Dogra has more than two decades experience. Just before joining Squarefeet, he was Sr. GM with the Ansal API group Heading their retail & Mall Vertical. Prior to that Dheeraj was GM at the DLF Retail.

Speaking on the development, Susil S. DUNGARWAL, Founder & CEO, says 'Dheeraj comes with both national & international exposure to retail / malls, which would be a very valuable asset to us. With Dheeraj joining us, we will be able to bring international best practices to our fold & thereby strengthening our already skilled team'. It must be noted that despite difficult business climate in the retail / real estate industry, & still being a start-up, Squarefeet has already bagged four (4) prestigious projects totally valued at about 150 Crores, in different parts of the country. Each of these projects has a unique concept & tailor-made for the location/city. This clearly demonstrates that despite adverse market conditions, Squarefeet has been able to establish itself as a 'Leader' in the Mall Advisory business, in a short span of time.

Squarefeet Management has a solid team of professionals, each one of whom come with practical knowledge & experience in the Mall Business. Squarefeet Management already has many senior professionals such as Mr. B. D. Nathani, Mr. Bipin Bhise, etc on board. In the last six months, Squarefeet Management has been absorbing talent pool & generating additional business.

'My experience in the American markets & Indian real estate sector would surely help Squarefeet Management to garner more business. My objective would be that we help various Mall developers to create successful malls. My exposure to the Retail & Malls would be handy to launch this start-up venture. I am sure that we as a team will deliver the Mall developers in North, the much sought after solutions. I feel that the expertise of the team of SMPL, would be great advantage to all Mall developers in north' says the motivated Mr. Dheeraj Dogra, on being a part of Squarefeet Management Pvt. Ltd.

Brief Profile of Mr. Dheeraj Dogra.

Dheeraj Dogra has over 20 years experience in retail operations and Malls with over seventeen years of international experience (USA) in business development and relationship Management. He is an MBA with a Masters Certificate in Customer Relationship Management from Baruch College, City University of New York.

He has been associated with Ansals API as Sr. General Manager and Head Retail and commercial leasing. Prior to that he was with DLF Ltd as General Manager in the retail vertical. He was a key member of the strategic team with Aerens Goldsouk International Ltd. as an Associate Vice President. He has worked in USA for 17 years with ABC Carpet & Home Furnishings New York as a senior consultant, Federated Department Stores (Macy's & Bloomingdales) where in year 1995 he was adjudged 'Employee of the year' and Bed Bath & Beyond a fortune 500 company where he was

a member of the core team.

He is also associated with various Institutions and colleges including ICFAI Business School, IIM Kozhikode, IMT, Delhi University, India Retail School, IPM, and Skyline Business School etc., as a guest faculty and hence contributes to knowledge sharing. Dheeraj also as part of community service initiative has been a voluntary New York City Police Officer.

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'Squarefeet Management Pvt Ltd' (SMPL), India's First Mall Advisory Company, 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 an office in Mumbai (Head Office) & the south Indian office is based at Chennai.

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 promoters of the company have over the last few years have been associated many Retail / Mall ventures of many industry leaders like, Hiranandani Group, K. Raheja Corp, Prestige Group, DLF, Ansal API, Emaar MGF, Ishanya, L&T, Maytas, Wipro, etc.

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