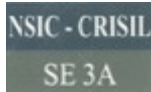


Presenting the 1st Shopping Mall



Kharagpur, West Bengal



MEMBER OF
MIDDLE EAST
COUNCIL OF
SHOPPING CENTRES



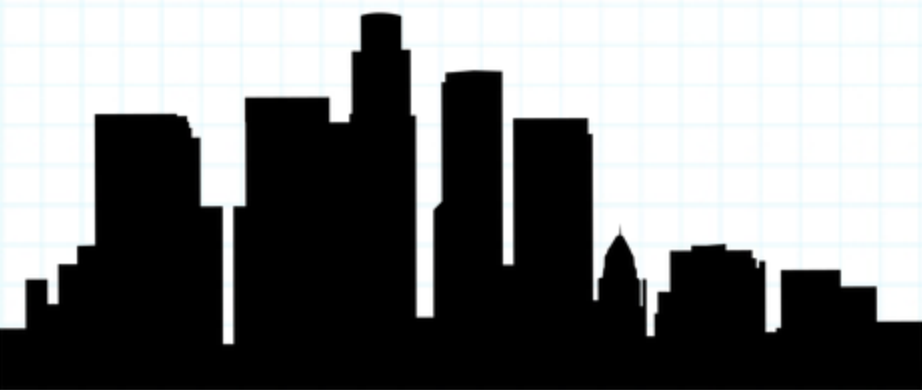
Member of
International Council
of Shopping Centers



Brief Introduction



- **Kharagpur** is an industrial city in Paschim Medinipur district of West Bengal, India.
- It is the fourth largest city of West Bengal in area after Kolkata, Durgapur & Asansol ,also the fifth most populated city of West Bengal.
- It is the most populated, multi-cultural and cosmopolitan city if the district.
- It has one of the largest railway workshop in India & third longest railway platform in the world
- The first Indian Institute of Technology(IIT) one of the Institutes of National Importance was founded in Kharagpur.



CITY SCAPE

City Map



Demographics Of The City

Particulars	Total	Male	Female
City Population	207,604	106,559	101,045
Literates	161,741	87,221	74,520
Children (0-6)	19,007	9,680	9,327
Average Literacy (%)	85.76%	90.03%	81.25%
Sex ratio	948		
Child Sex ratio	964		
City Population	207,604	106,559	101,045

Facts & Figures	
Population Density	2290/km2
Per Capita Income	56,694
Area	127 km2

Kharagpur has an average literacy rate of 64%, higher than the national average of 59.5%: male literacy is 75%, and female literacy is 52%. In Kharagpur, 10% of the population is under 6 years of age.

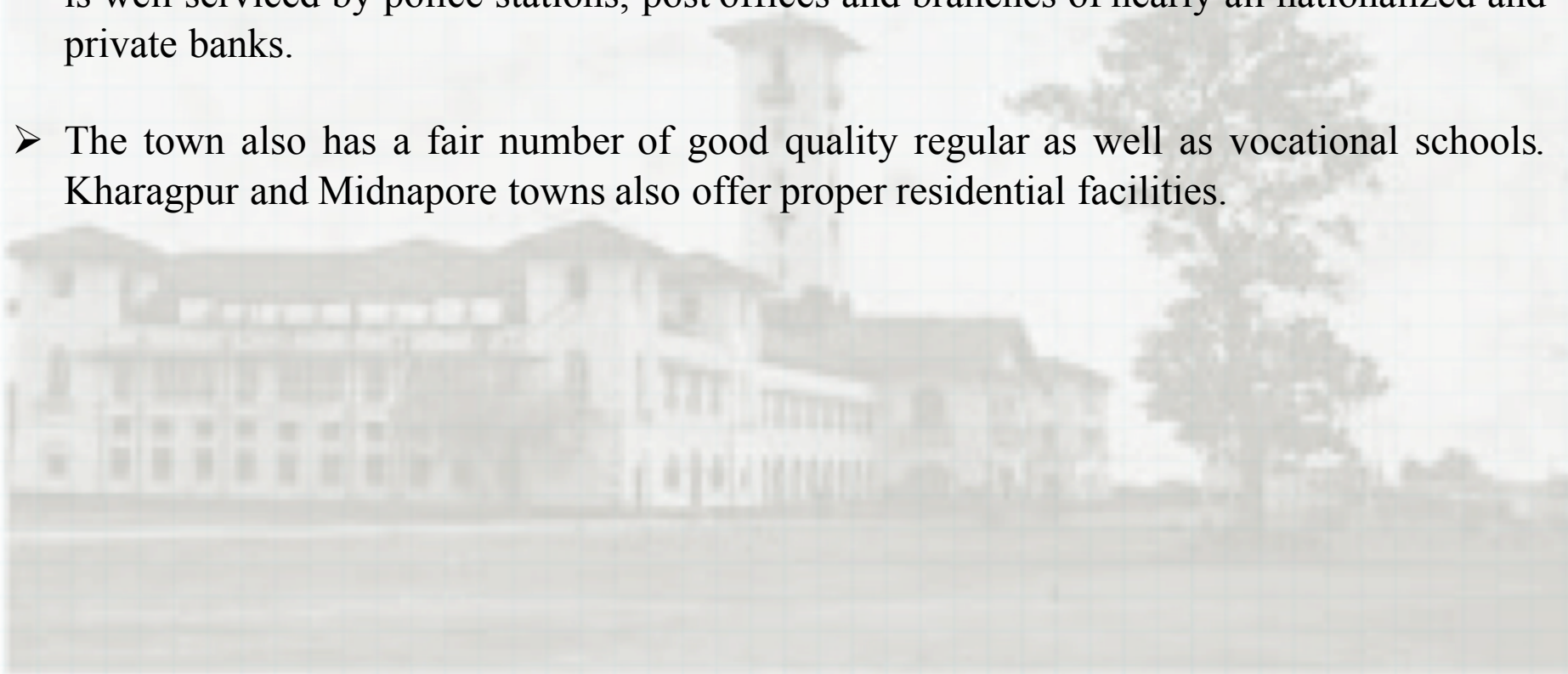
Kharagpur acquires its unique place in India as a town of mixed ethnicity and linguistic diversity.

City at a Glance

- The first **Indian Institute of Technology (IIT)**, was founded in Kharagpur in May 1950.
- Kharagpur is an industrial town and divisional head quarter for South Eastern Railways.
- It has one of the largest railway workshops in India, and the third longest **Railway Platform** in the world (1072.5 m).
- It is about 120 km from Kolkata on NH 6 and well connected by roads and railways.
- Kharagpur is the fourth largest city of West Bengal in area after Kolkata, Durgapur and Asansol.
- Kharagpur has one of the largest industrial setups in West Bengal. Several large industrial plants are located in and around Kharagpur connectivity via [NH 6](#) and [NH 60](#), availability of labour, and raw materials. Important establishments like Tata Metaliks, Tata Bearings Tata, **Siemens, Kharagpur Metal, ISD Cement, Godrej, Tata Hitachi, Century Extrusions, Humboldt Wedag, Rashmi Metaliks, BRG Group, Bengal Energy, Ramco Cements** have set up their plants in and around Kharagpur.

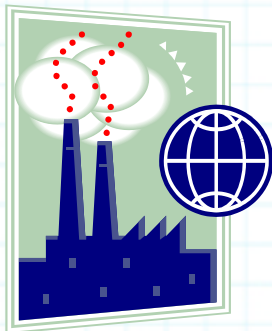
City at a Glance

- Kharagpur will be part of two new economic corridors **EC-1 Mumbai-Kolkata** and **EC-14 Kharagpur- Siliguri** under Bharatmala project.
- Kharagpur has developed itself into a cosmopolitan township and is adjacent to Midnapore, the district headquarter. Being quite prominent towns in the district, the area is well serviced by police stations, post offices and branches of nearly all nationalized and private banks.
- The town also has a fair number of good quality regular as well as vocational schools. Kharagpur and Midnapore towns also offer proper residential facilities.



More About Kharagpur

- Kharagpur has good number of educational institutes which holds good potential of younger consumers for a retail mall.
- West Bengal Industrial Development Corporation (WBIDC), is setting up an Industrial Park over approximately 1166.64 acres of land near Kharagpur.
- Kharagpur, an industrial town, which is located in the West Midnapore district of West Bengal, is all set to become one of the premier industrial hubs in the country.
- Kharagpur has developed itself into a cosmopolitan township and is adjacent to Midnapore, the district headquarter.
- Being quite prominent towns in the district, the area is well serviced by police stations, post offices and branches of nearly all nationalized and private banks.





MALL INFORMATION

Mall Snapshot



Anchor Space : **04**

Vanilla Stores : **10**

Multiplex : **03** screens

Retail Levels : **02**

Retail GLA : Approx. **1,25,000 Sq. Ft.**

Foodcourt : **250+** seats

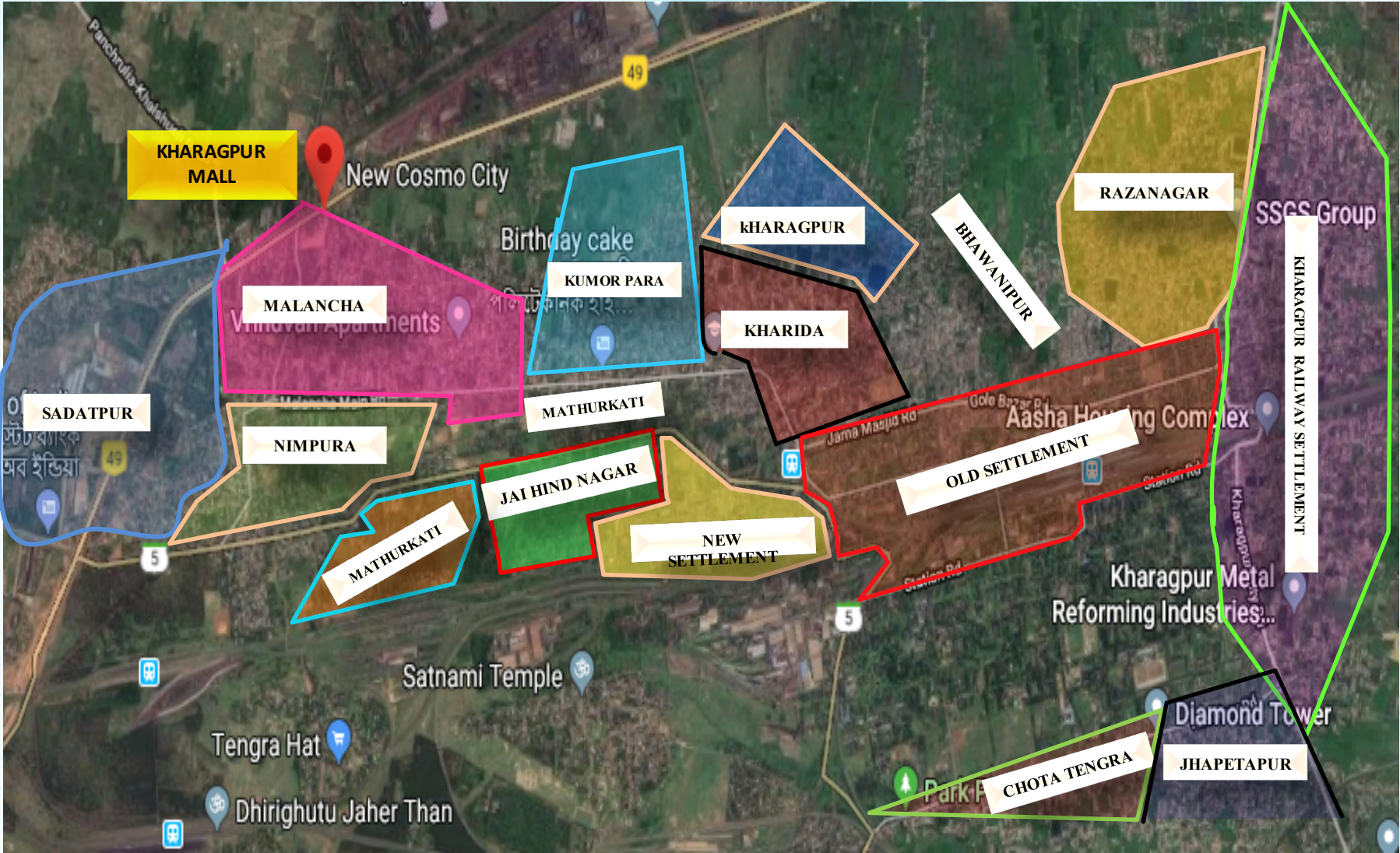
Ample Stilt Parking

Leasing & Marketing : **Beyond Squarefeet Advisory Pvt. Ltd.**

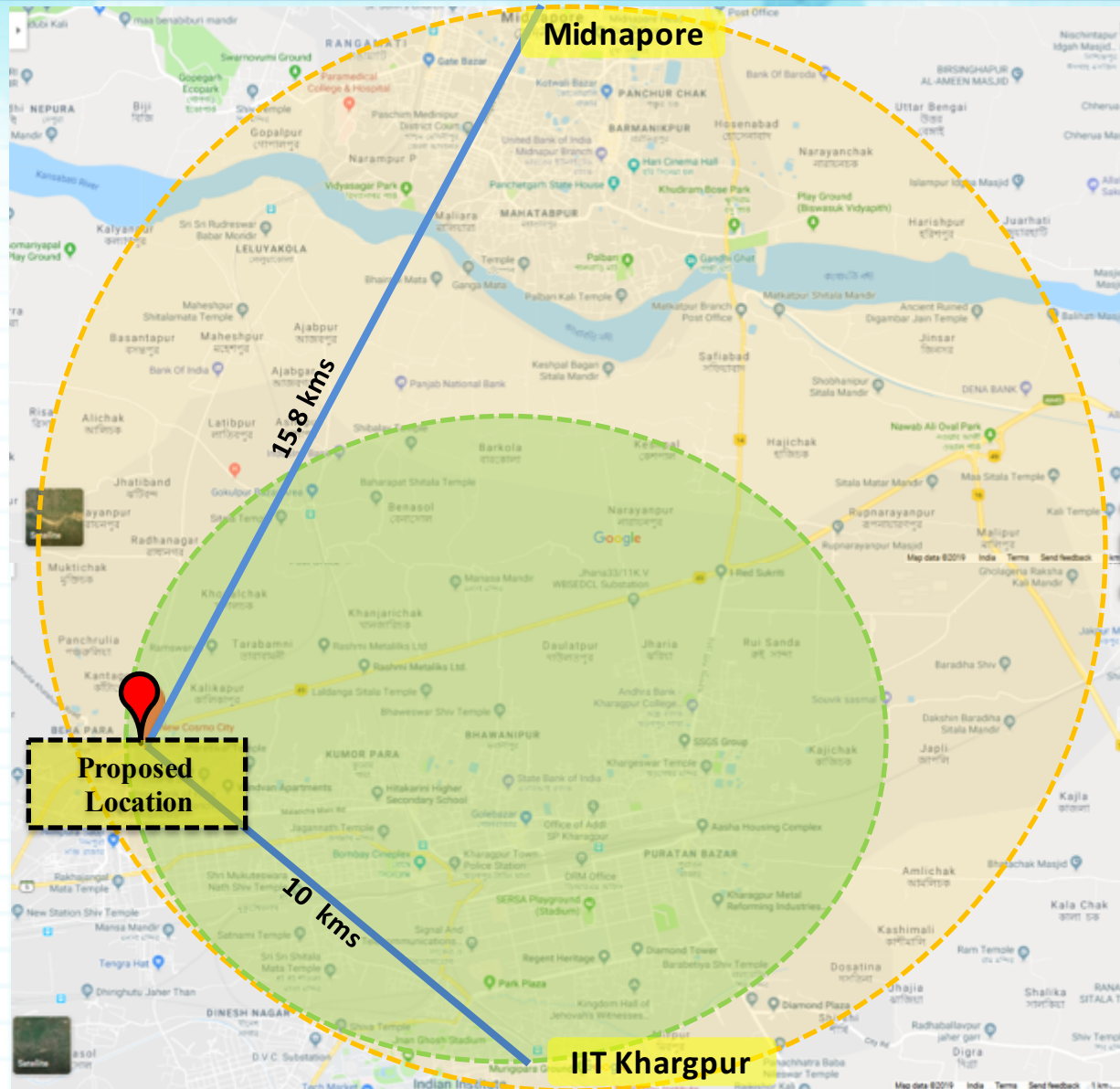


LOCATION OF MALL

Location Of The Mall



Location & Catchment

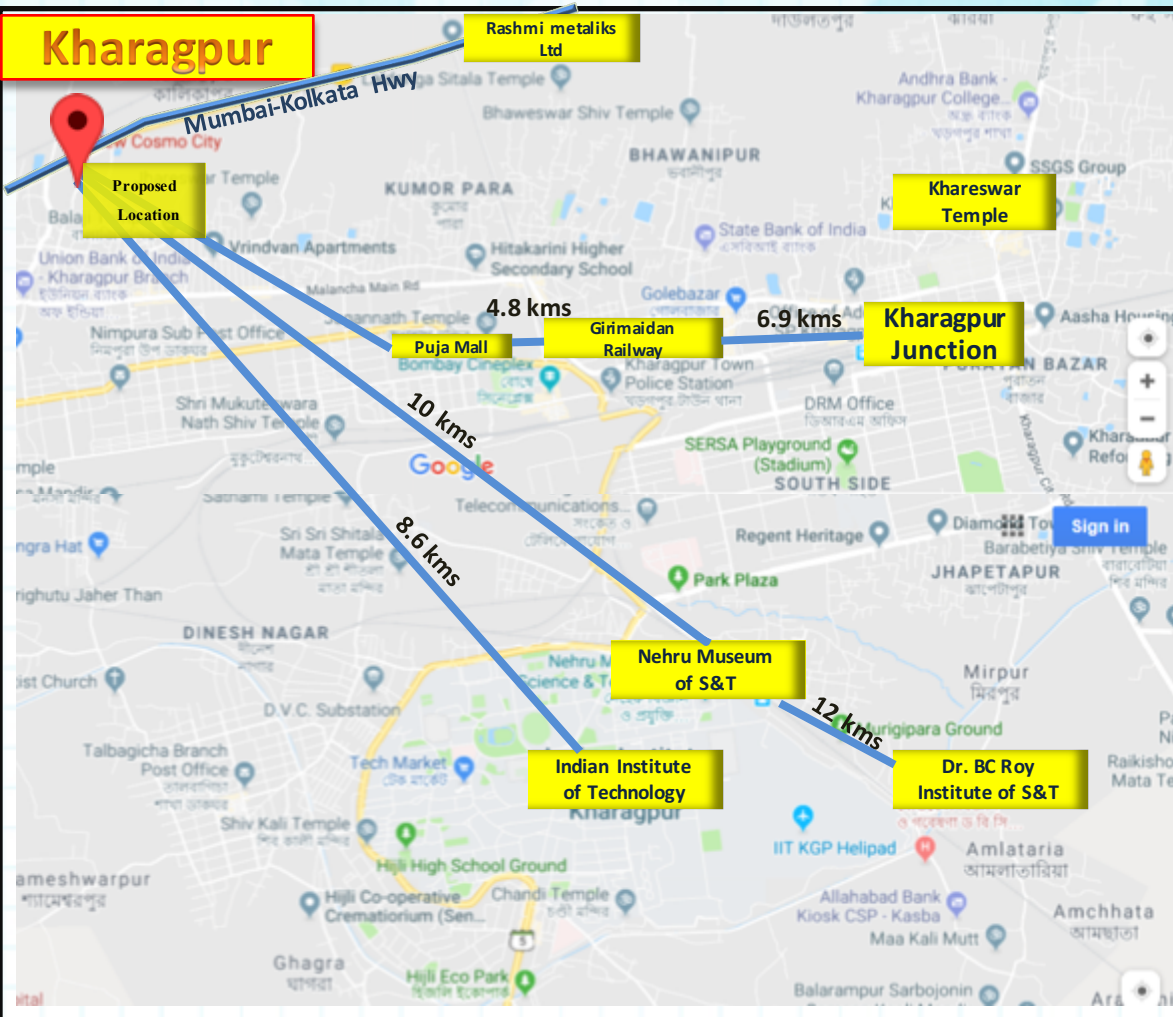


**Primary Catchment
(0-10 kms)**

**Secondary Catchment
(10 kms & above)**

Proposed Location

Connectivity



Population is approx. 299,683, It has an average literacy rate of 64%,

IIT college is 8.6 Kms away from proposed location

Dr. BC Roy Institute of medical science is 12 Kms away,

Nehru museum of Science & Technology is 10 kms away

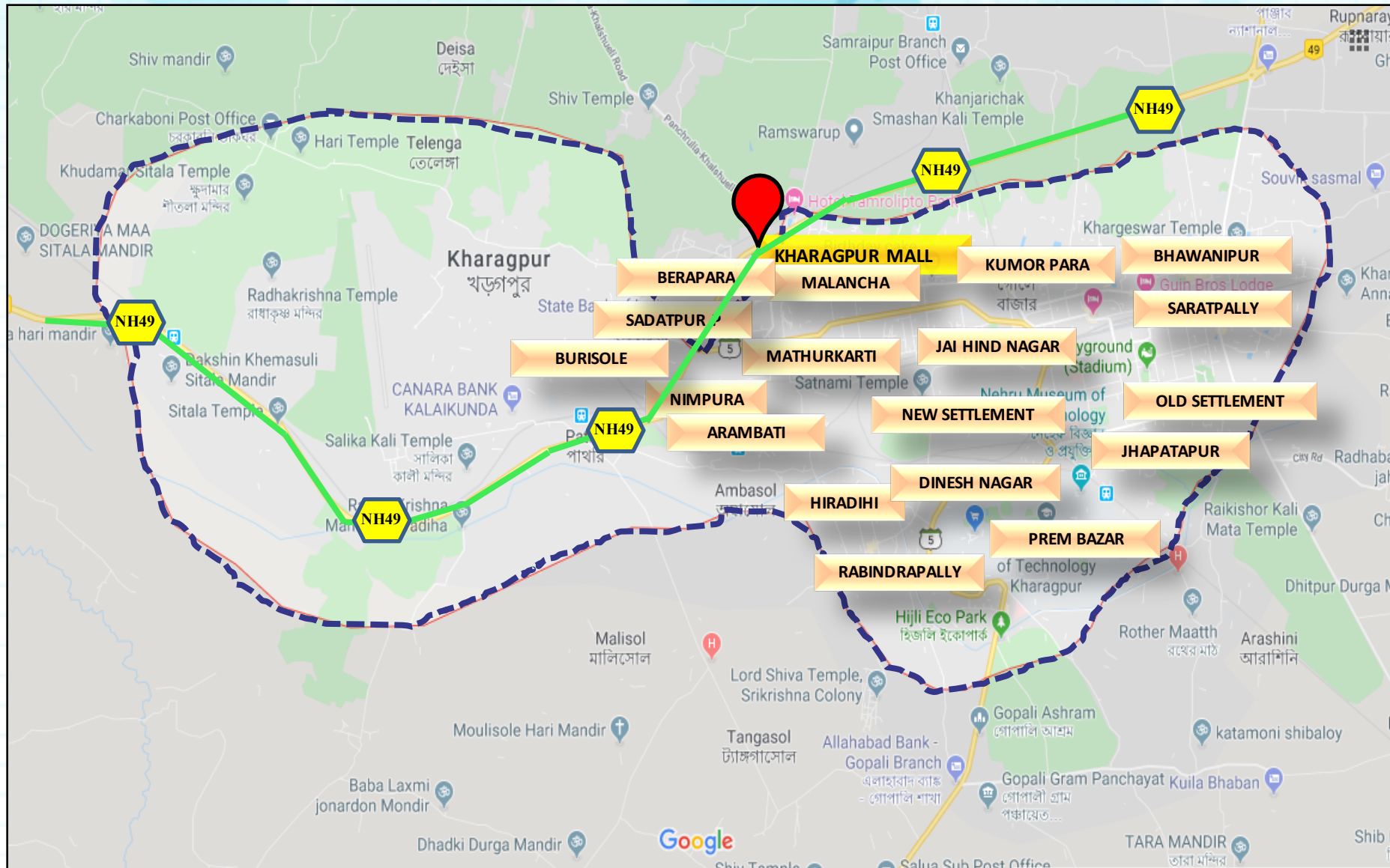
Kharagpur Junction is Nearest Railway Station about 6.9 kms away

The travel distance between Mindnapore to Kharagpur is 23 kms

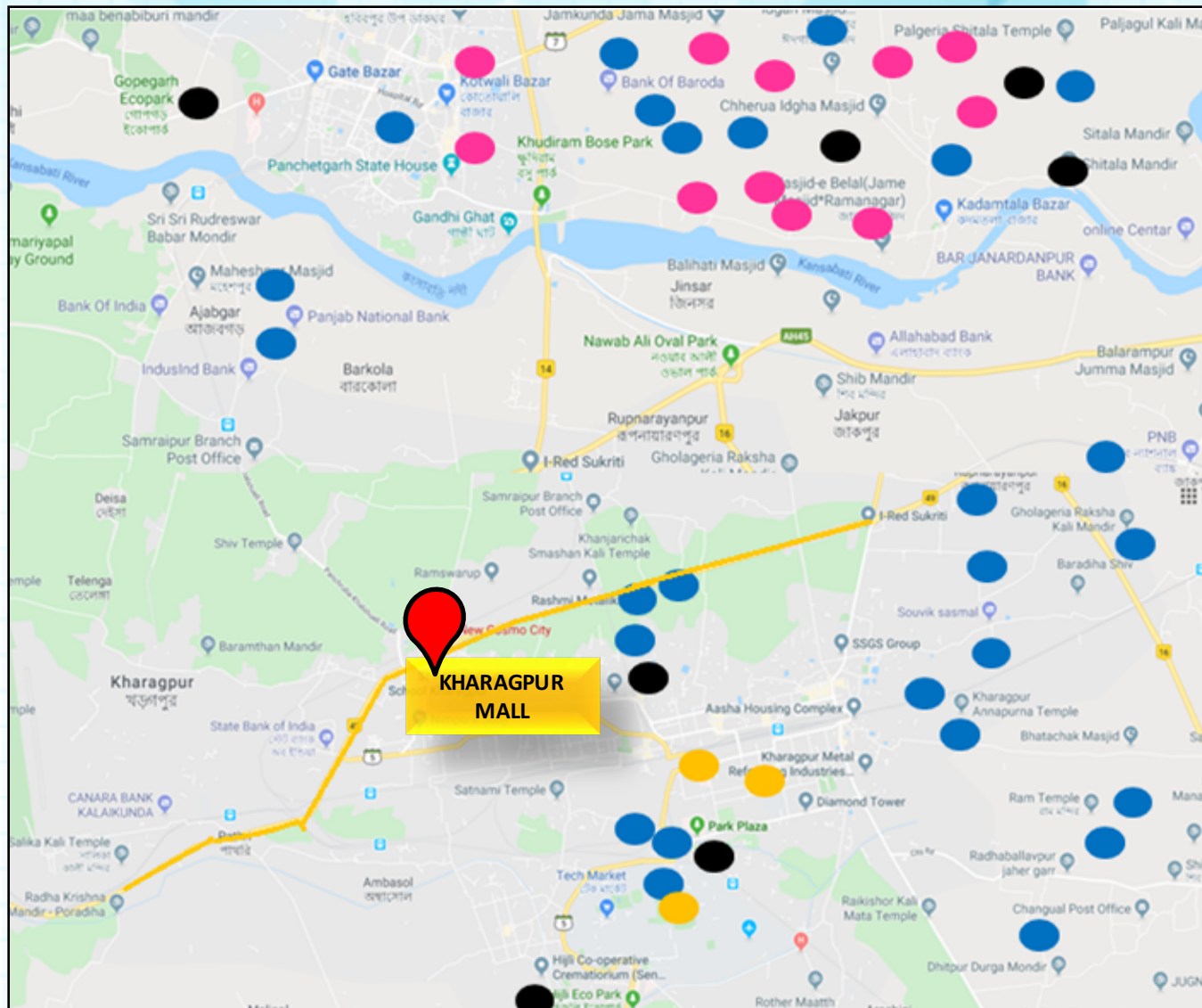
Kharagpur has one of the largest industrial setups in West Bengal

Good rail & road connectivity via NH 6 & NH 60

Primary Catchment (0-7 Km)



Key Projects Mapping In Catchment



- Premium Residences- Existing
- Premium Residences- Upcoming
- Residences- Existing
- Residences- Upcoming
- Schools & Colleges
- Civic Amenities
- Commercial Spaces
- Tourist Spaces

Educational Institutions in Catchment

IIT - Kharagpur



DR. BC Roy Institute of S&T
-Kharagpur



MMCH - Midnapore



Nehru Museum
- Kharagpur



Vidyasagar University
- Midnapore



Industrial Setup in Catchment

TATA Hitachi



Vidyasagar Industrial park



Kharagpur Railway workshop



Rashmi Metaliks Ltd



Industrial Setup in Catchment



Siemens



TATA Bearing Division

- The most popular occupations in Kharagpur are Mechanical Engineer, Electrical Engineer, and Marketing Manager which pay between Rs 137,739 and Rs 651,000 per year.
- The most popular industries in Kharagpur are Steel Manufacturing, Heavy Equipment Manufacturing, and Insurance and Financial Services.
- The nearest port, Haldia, is at a distance of nearly 60 km and is well connected by rail and roads.

Some Pictures from Tourism Centre

Hijli Eco park - Kharagpur



Gopegarh Park - Midnapore

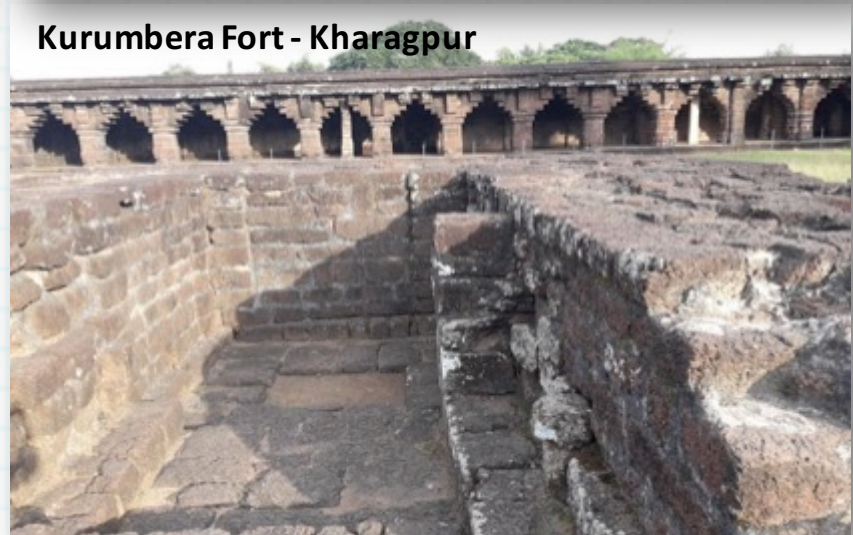


Photo by Arindam Bhowmik

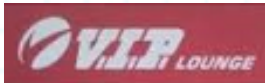
Khargeswar Temple - Kharagpur

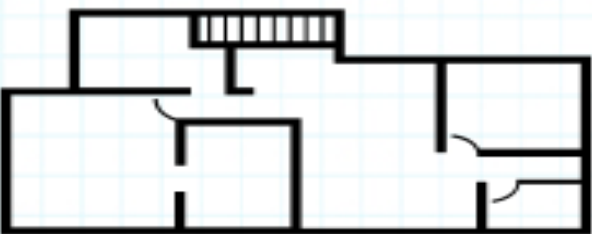


Kurumbera Fort - Kharagpur



Kharagpur & Midnapore Retail Mix



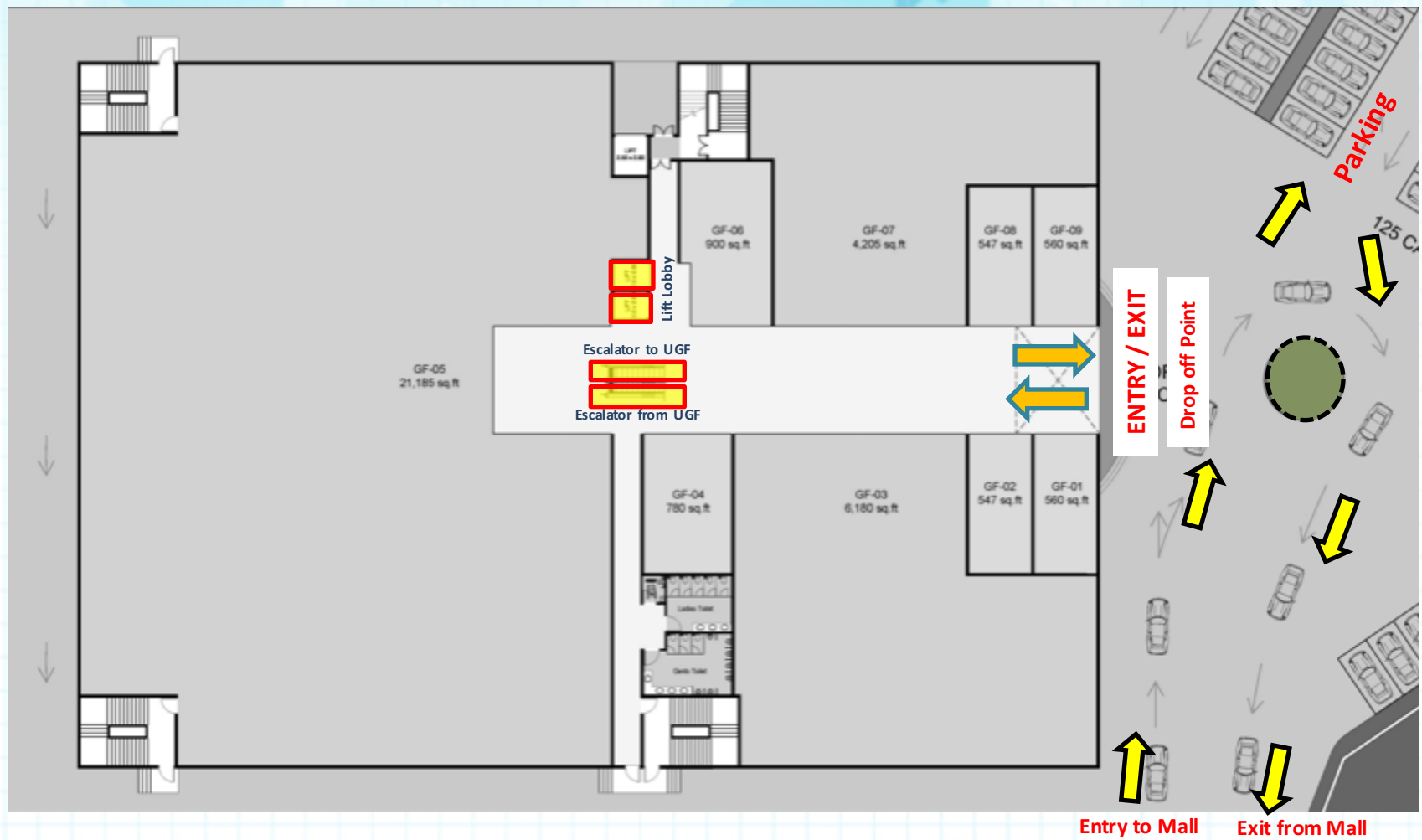


FLOOR PLANS

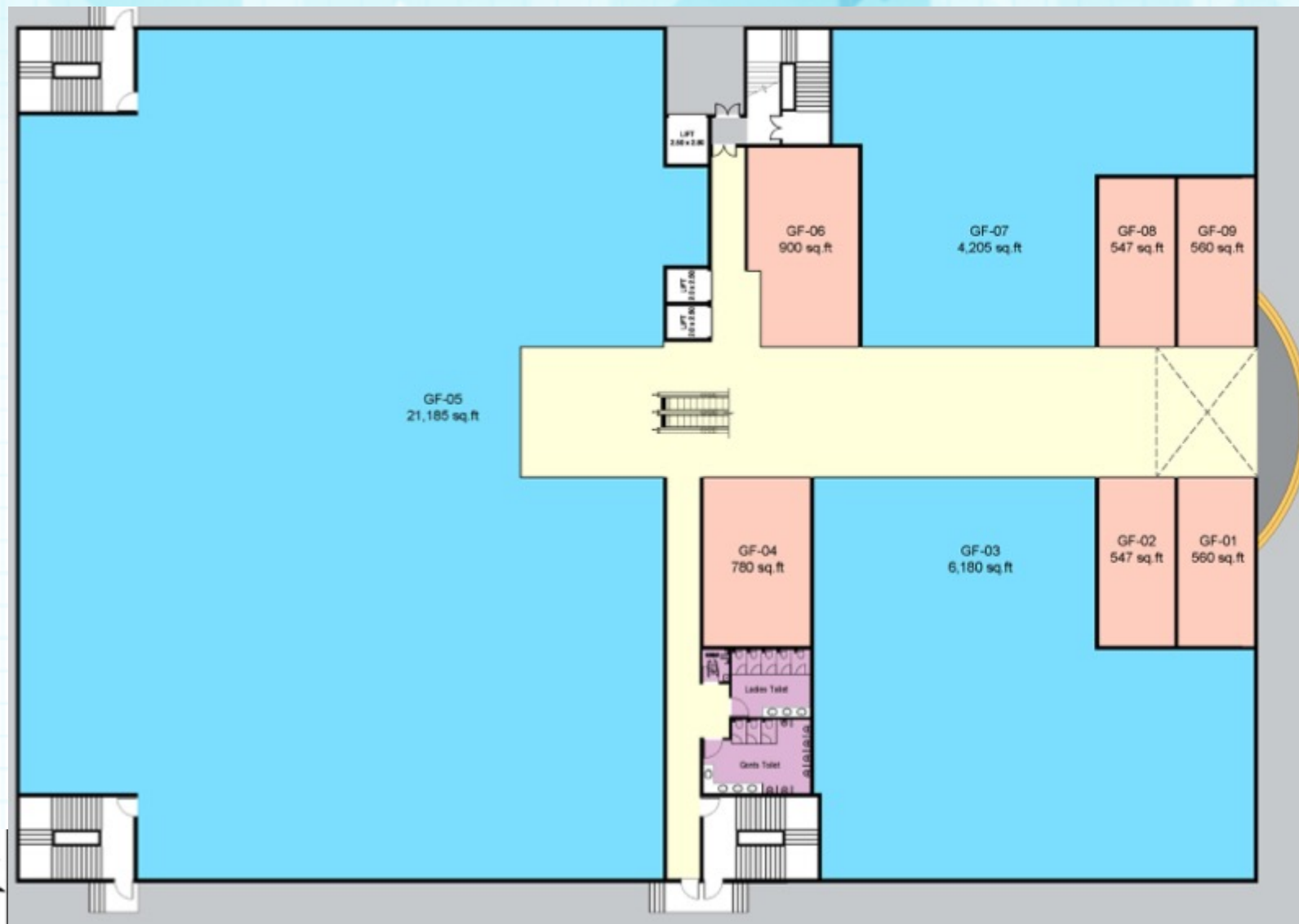
Project Development



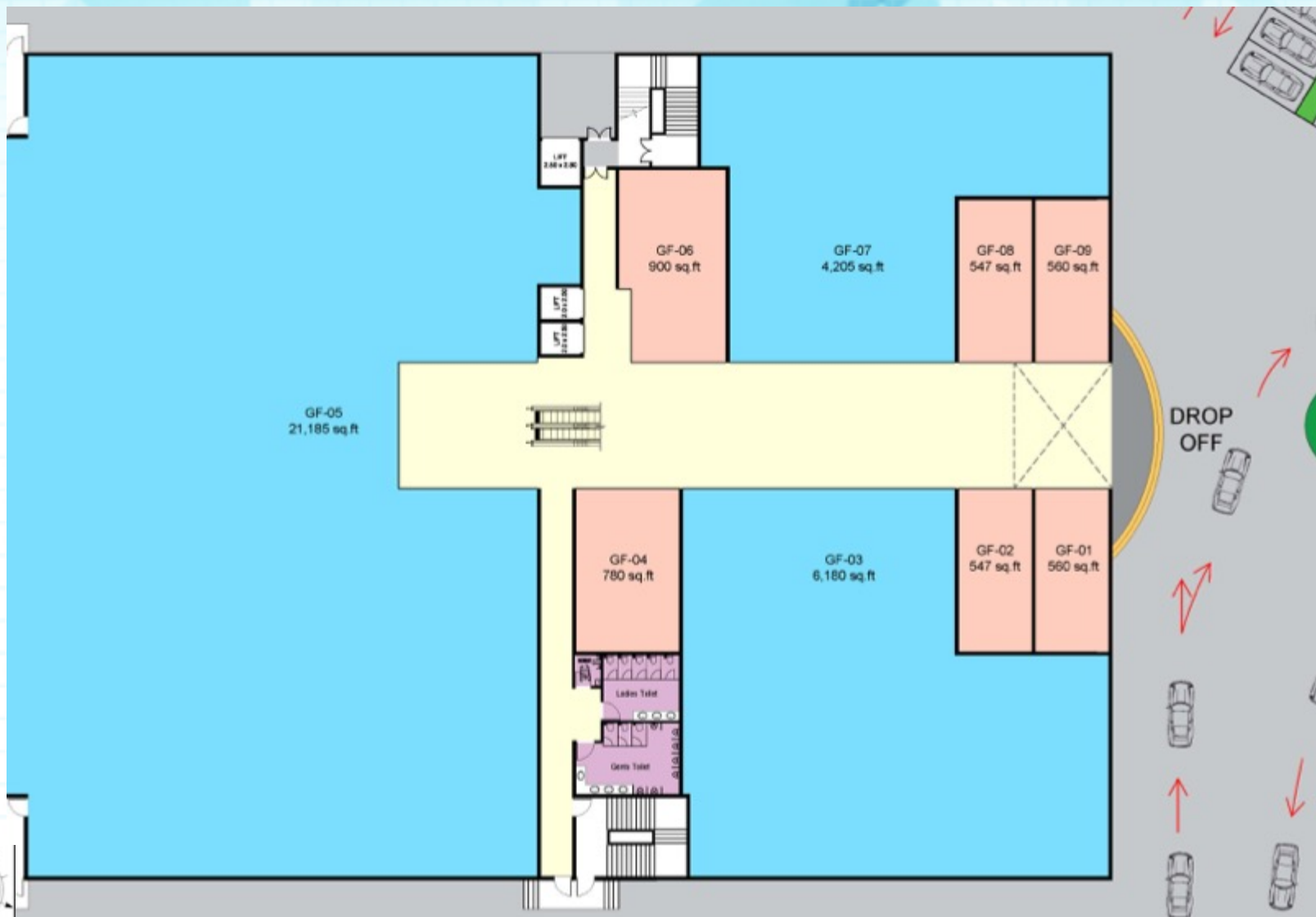
Site Plan



Ground Floor



First Floor



Contact Details



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THANK YOU!