DN REGALIA

Operational Since **21st December 2018**

NSIC - CRISIL
SE 3A
CRISIL
RATED COMPANY

MEMBER OF
MIDDLE EAST
COUNCIL OF
SHOPPING CENTRES

Member of
International Council
of Shopping Centers

beyond
squarefeet
shopping mall specialist™

India | Iran | Nepal | Nigeria | Oman | Qatar

MALL INFORMATION

Mall Snapshot

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Parking : 2 Levels

GLA : 2,50,000,sft

Floor Plate : 55,000 sft

Retail Levels : 3

SH-16, Patrapada, Bhubaneswar

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> **Developed By:** Lifeline Multi-Ventures Private Limited
> **GLA:** 2,50,000 Sq.ft.
> **Visibility:** 500+ Feet of front façade
> **Multiplex:** INOX 4 Screen (950 Seater)
> **Parking:** 2 Level Basement for 450 cars
> **Anchor's** Big Bazaar, Max Fashion, Zudio, Easybuy & Pantaloons
> **Vanilla Shops:** Space for 50+ National / International brands
> **Food-Court:** Dedicated food-court with 400+ seating
> **Multiuse building** First Vivanta by Taj format in the state and 50,000 Sq.ft. of Food & Entertainment hub

Zoning (in Elevation)

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5-Star Hotel Taj Vivanta

Multiplex, Hyper, Fashion Anchors, International and National Brands

Food and Entertainment Hub

Vivanta by Taj

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BIG BAZAAR Splash max zudio easybuy

Micro Brewery

Resto-Bar / **Bar Stock Exchange**

Barbeque Nation / Fine Dine

FEC Level

Theater Level

Multiplex

Food Court

Fashion Anchors

Entry / Exit of Mall

Mall Snaps

Operational Anchors

Max

Easybuy

Zudio

Operational F&B Brands

Mall Dynamics

Sr. No.	Parameters	Details
1	Footfalls	6,500 Weekdays 9,500 Weekends
2	Trading density of Mall	950 per Sq.ft. (approx.)
3	Occupancy	75 %
4	Under Fit-out	15 %
5	Once mall is 90+ % operational	Expecting a footfalls of 10,000 on Weekdays and about 15,000 to 18,000 on Weekends

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GUEST ELEVATORS

UGF to LGF

UGF to FF

TO PARKING

Drop of
Point

MALL EXIT

MALL ENTRY
From NH-16

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| Brand LOGO's | Operational / Under Fitout |

BIG BAZAAR

easybuy
super style. super price.

CASIO

indulge
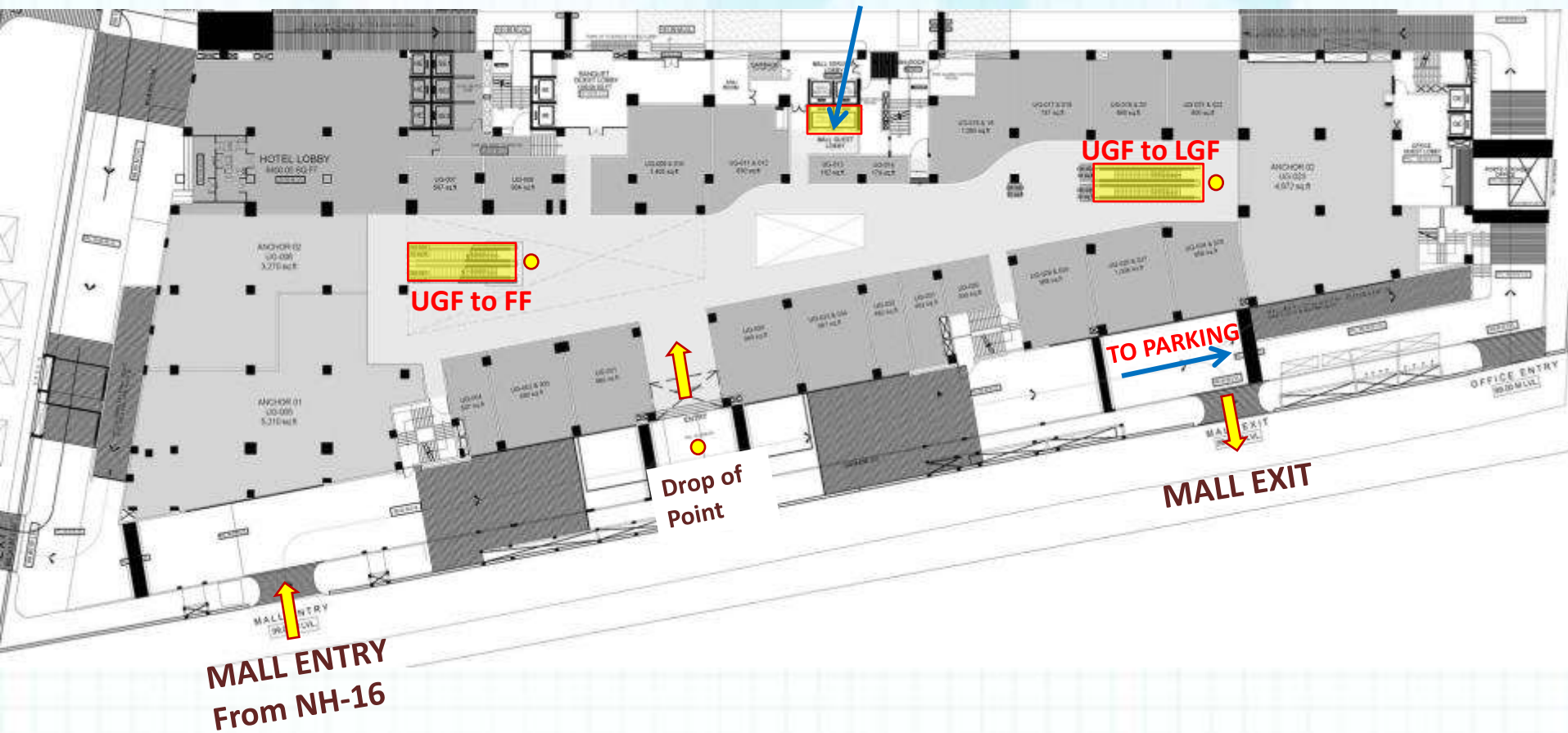
Upper Ground Floor

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Brand LOGO's	Operational / Under Fitout
Brand Name	Proposed to brands

ENTRY / EXIT

FOOD & ENTERTAINMENT HUB

GENTS

LADIES

UP

DN

GUEST LOBBY

OE

OE

UP

DN
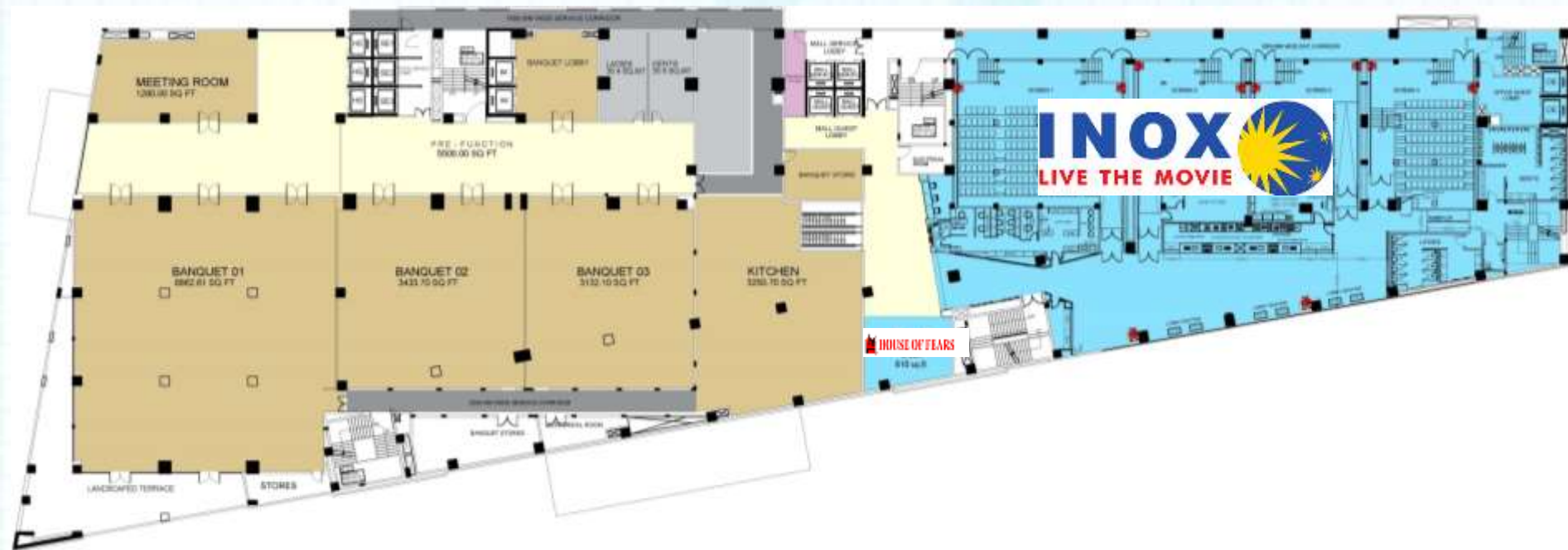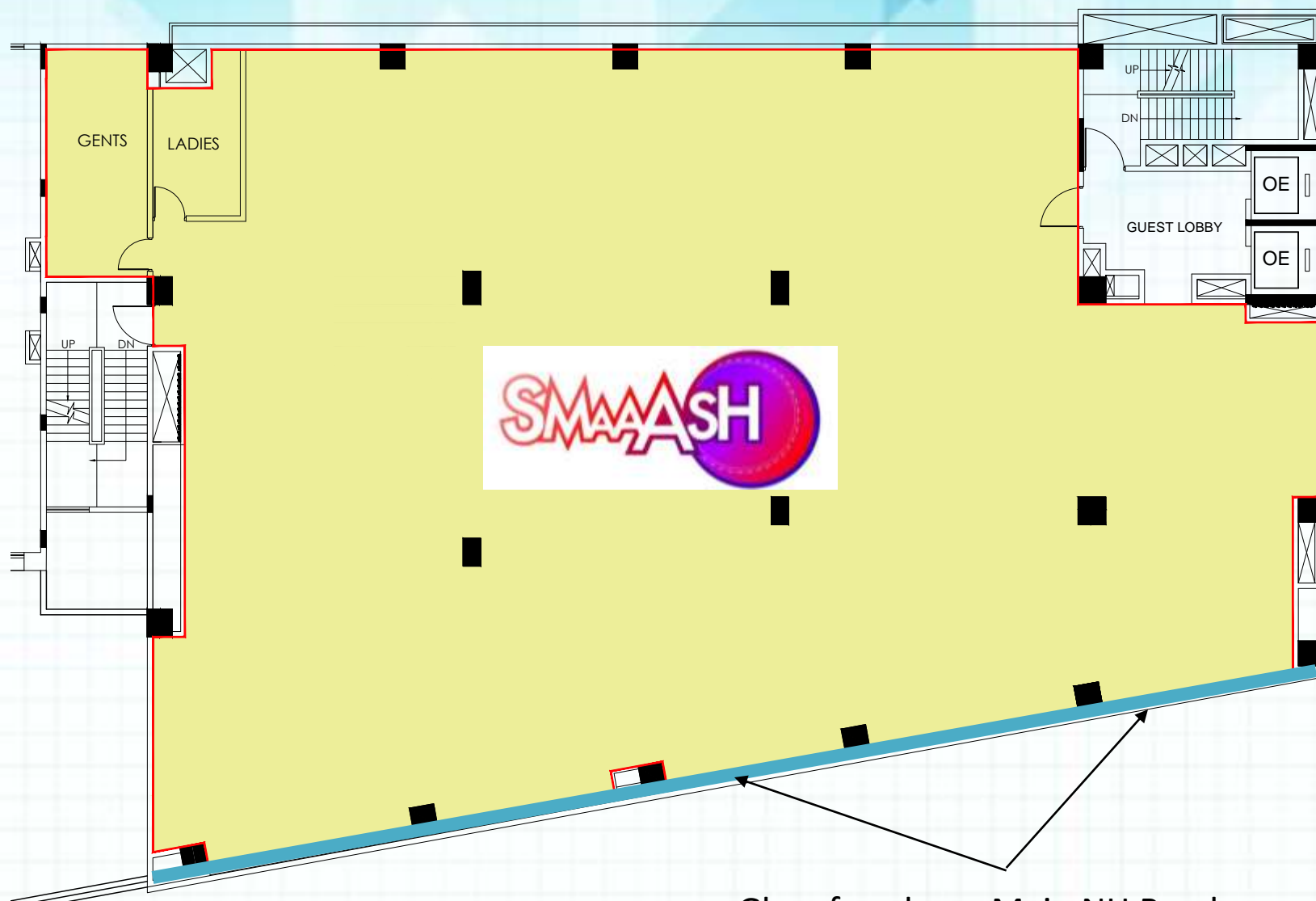
Glass façade on Main NH Road

11,365 Sq.ft. Carpet

11,365 sq.ft

GENTS
LADIES
GUEST LOBBY
OE
OE

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CITY SCAPE

City Map

City Limits

SH 16

NANDANKANAN ZOO

City Limits

SH 16

SH 16

KHANDAGIRI

SH 16

DN REGALIA MALL

SH 16

LINGARAJ TEMPLE

City Limits
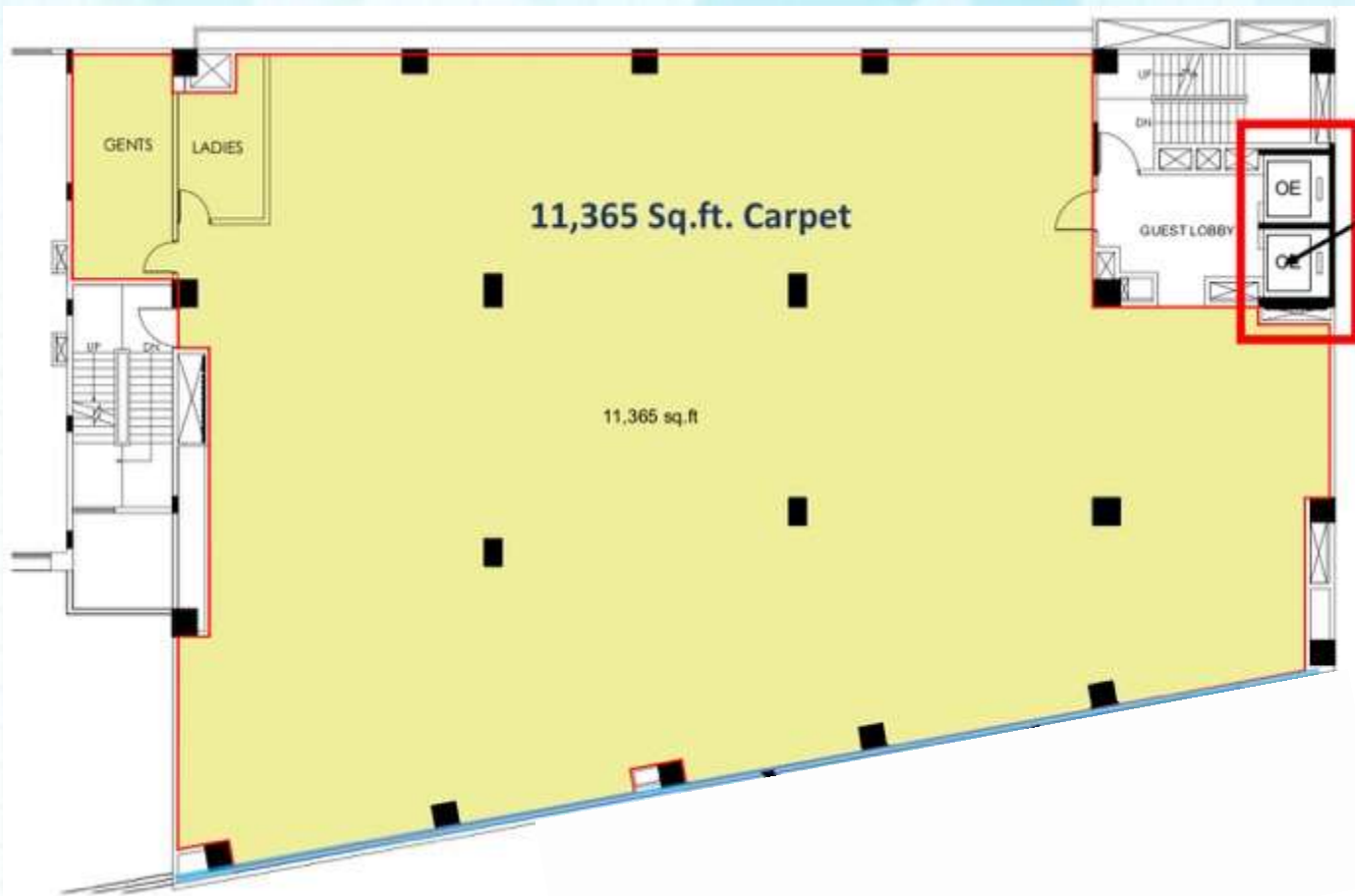
Capital City of Odisha

City of Temples

City of Festivals

Population 8,43,400

Area 422 km²

Population Density 2131/km²

Demographics of the City

Particulars	Total	Male	Female
City + Outgrowth Population (2011)	**885,363**	468,043	417,320
City Population (2011 census)	**843,402**	446,204	397,198
Literacy Rate	**91.87 %**	94.66 %	88.73 %
Sex Ratio	**890**	-	-
Children (0-6 years)	**81,847**	42,997	38,850

Facts & Figures	
Population Density	**2,131/km²**
Per Capita Income (2014-15)	**Rs. 53,862**
Area	**422 km²**
Average Household Size (2011 census)	**4.4**

The literacy rate of Bhubaneshwar is far better than the state literacy rate which stands at 72% and also betters the National literacy rate of 74%

Surprisingly the sex ratio of the city is not at part with state sex ratio of 979 & neither is it better than National average of 940

(Source : Census of India, 2011)

➤ Since, a lot of initiatives has been taken by the state and the central government **Bhubaneswar City** has witnessed a materialistic change and is titled as **No.1 in the *Smart City*** programme by Shri Narendra Modi.

➤ The components of Bhubaneswar city's economy varies from **horticulture, IT, tourism, agriculture, sericulture, minerals sector, agro-based and engineering industries.**

➤ Recently many big companies which include **Infosys, TCS, Mahindra Satyam, Genpact, Tata Power & Steel, Jindal Power & Steel, Aditya Birla Group, Reliance Energy, GMR, Vedanta, NTPC, NALCO, SAIL, Indian Oil Corporation Ltd., Bharat Petroleum Corporation Ltd, etc.** have invested in the city.

➤ Rapid industrialisation and increase in growth of services sector activities has resulted into **increasing disposable income, favourable demographics, changing lifestyles and growth of population.**

➤ Because of the increase in corporate offices and industries people from nearby cities and state are migrating to Bhubaneswar and as such huge demand for **Housing, Retail, Hospitality** has been witnessed.
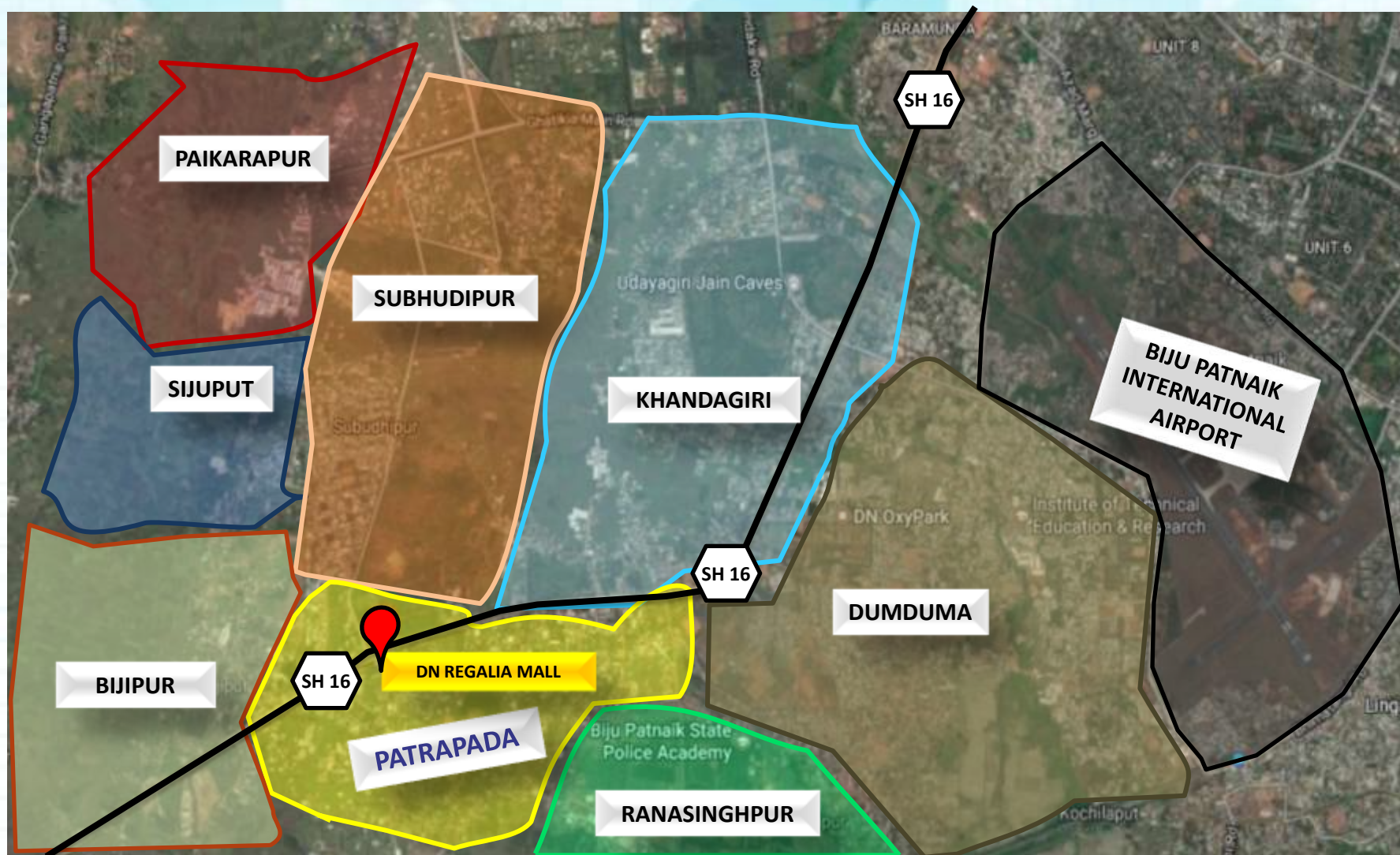
➤ The Mall has a primary catchment of **07 KM** as the nearest mall is **15 -16 KM away** from our project and those 07 KM of stretch consists of **Middle Class & Upper Middle Class** families.

➤ Based on the catchment and competition analysis the residents nearby have **very less** options for shopping & entertainment. Hence, this mall will meet their **day to day needs** and wants.

➤ We propose this mall to be positioned as a **Neighbourhood Mall**, acting as a one stop shopping and entertainment destination for the entire family in **the catchment.**

LOCATION OF MALL

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PAIKARAPUR

SUBHUDIPUR

SIJUPUT

KHANDAGIRI

SH 16

BIJU PATNAIK
INTERNATIONAL
AIRPORT

SH 16

DUMDUMA

BIJIPUR

SH 16

DN REGALIA MALL

PATRAPADA

RANASINGHPUR

DN REGALIA

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CENTRAK RESERVE POLICE FORCE

BARAMUNDA

UNIT 8

SH 16

UDAYGIRI JAIN CAVES

UNIT 6

SIJUPUT

KHANDAGIRI

BIJU PATNAIK INTERNATIONAL AIRPORT

SUBUDHIPUR

ITER

KALINGA VIHAR

MADANPUR

NARAGODA

DUMDUMA

BIJIPIR

DN REGALIA MALL

JADUPUR

LINGARAJA TEMPLE

PATRAPADA

BADARAGHUNATHPUR

TAMANDO

RANASINGHPUR

POKHARIPUT

SH 16

JANLA

➤ Patrapada is a **bustling locality** in Bhubaneswar.

➤ It is surrounded by developing localities namely **Baramunda, Jatani, Kalinga Nagar, Khandagiri, Shankarpur, Sundarpada, Arya Village, Bijipur, Jagamara, Sijuput, Bijipur & Tamando, Subhudipur, Ranasinghpur, etc.**

➤ The locality has a well-developed social infrastructure encompassing many reputed educational institutions, healthcare centres, civic amenities and a few commercial spaces.

➤ The area has **strong potential for retail** as the existing saturated retail market is **more than 10 kms away.**

➤ Comprising of more than **27,300** existing residential buildings, with population **above 1,00,000.**

➤ More than **5,800** upcoming residential units scheduled to be delivered by developers in next **2-3** years.

➤ The mall is located towards **southwest quadrant,** alongside SH-16.

➢ The mall is located in a **virgin catchment** with substantial population to feed on.

➢ Based on the analysis of residential data, **60%** of population belongs to **middle class income level (Rs 6,00,000 to 8,00,000 per annum).**

➢ Rest **40%** of population belongs to **upper-middle class income level (Rs 10,00,000 & above per annum).**

➢ However, upcoming residential projects are more on the premium side of price point, indicating **increased disposable income,** thus in turn creating a pool of opportunities for retail & service sector.

➢ The catchment houses ample number of schools & colleges, indicating that the population is **young, aspirational, exposed to modern fashion and can influence the buying process.**

➢ The mall can offer **first mover advantage** to organised retailers in this catchment and gain for no competition in immediate future.

Gokulam Galleria
Calicut

Novelty Mall - Pathankot

Capital Mall
Bhopal

Utkal Galleria
Bhubaneswar

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For further details please contact:

Beyond Squarefeet Advisory Pvt. Ltd.

Manish MEHTA: +91.9821318672

Leaseline : **+91.98201.88182**
Board Line : **+91.22.4219.0700**
leasing@beyondsquarefeet.com

THANK YOU!