



Quarterly Report

(1st January – 31st March '26)

For



CITY CENTRE
ASANSOL

Advisors:

Beyond Squarefeet™ Advisory Pvt. Ltd
203, El-Tara, Off Orchard Avenue,
Hiranandani Gardens,
Powai, Mumbai – 400076

Client:

Rajbir Ecocare Pvt Ltd. 2- Fr, F-21,
22A, 2nd Floor, LOUDON Street.
Kolkata-700016

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Annexure I

Annexure II

Rajbir Ecocare Pvt. Ltd. on-boarded Beyond Squarefeet formally on 8th May 2024 for the following services:

1. Scope of Work

Design & Development (Architectural)

- BSAPL shall consult with Client and review the design brief to ascertain and finalise the requirements of the project.
- To perform a preliminary site survey to understand the site location and the surrounding.
- To identify and take into consideration orientation and good virtues of the site to incorporate in the design.
- SWOT analysis of the mall/development.
- Based on the positioning of the project/mall, ensure space for brands with right sizes and location are created.
- Layout and Planning audit and suggestions, wherever required.
- Services Audit (Loading /Unloading Bay, Drop-Off/Pick Up, Vehicular (Service & Customer) facilities etc. with necessary changes, wherever applicable.
- Optimum Store Size /mall size audit/recommendations.
- Vertical and Horizontal Circulation audit and suggestions
- Suggestions on Elevation and Sections/ Floor Height, prepared by the architect/consultant.
- Audit of sight lines/ visibility and store frontages.
- Optimization of the Mall GLA (Gross Leasable Area) including working of loading component for each tenant.
- Improvement in customer circulation (both pedestrian and vehicular)
- Positioning & brand enhancement of the mall.
- Based on the positioning of the project/mall, ensure space for brands with right sizes and location are created.
- Suggestions on missing categories in the mall.
- Advice on the Façade treatment, SOH's spaces.
- Retail visibility, sightlines, store sizes, etc.
- Food court planning
- Present the Concept Design.
- An AutoCAD layout of the concept shall be provided with area statement.
- Provide base architectural drawings to the Local Liaison /Municipal Architect (appointed by the client) for preparation of submission drawings for relevant authority approvals.
- Site Development Plans/ Concept Design Plans & Site Sections for the developed option.

- Plans for all retail levels.
- General area statement of the developed option.

Pre-Leasing Services

- Mall Catchment analysis & Competition Mapping.
- Trading density mapping.
- Zoning of the Mall.
- Tenant Mix Plan
- Optimization of the Mall GLA including working of loading component for each tenant.
- Rent Pro-forma creation with optimistic & pessimistic forecasting.
- LOI drafting
- Kiosk Mapping & categorization
- Leasing Presentation creation
- Leasing strategy & timeline creation
- Tenant wish list creation based on the positioning of the Mall.

Pre-Lease Services - Marketing (B2B)

- Proposed Name & Logo for the Mall/Project (if required)
- 'Marketing Brief' creation for the Brand Building.
- B2B marketing strategy and presentation.
- Prepare creatives including copy for 12 emailers.
- To disseminate 12 EDM's to a database of over 1,00,000 professionals related to retail industry.
- Regular co-ordination with creative agency & REPL for B2B creative development.
- Calendar planning of the Marketing initiatives & implementation
- To hand-hold the entire B2B marketing till the completion of the Leasing.

Lease Management

- Create a workflow process for document flow, which is well-organised, easy to follow, and trackable.
- Creation of a specific retailer database /Wishlist
- Conduct onsite tours of the premises with prospective tenants/retailers.
- Negotiate with retailers to secure lease commitments.

- Drafting of Lease agreement (to be vetted by the legal counsel of REPL)
- IPC / broker management
- Provide weekly leasing update reports
- Sign the LOI with retailers, based on the approved Rent Pro-forma.
- Close the Lease agreement document.

Work Progress

2. Design & Development Highlights

- Completed Design Peer Review work in the previous quarter. However, we are extending the support as and when required on design related issues.

3. B2B Marketing Highlights

- 3 EDMs (Electronic Direct Mailers) sent to retailers' database. (Annexure I)
- Creatives were posted on the LinkedIn BSF page to promote the Mall. (Annexure II)
- The same creatives were shared with retailers on their WhatsApp as well.

4. Lease Management Highlights

- Team has managed to Sign 10 LOI's till date & 1 LOI during the quarter namely:
Skechers (GF 11 & 12 – 3,143 Sq. Ft. GLA)

- **Leasing Related Events/ Travel**

- Ms. Simran Methani traveled to **New Delhi** for promoting City Centre, Asansol to the brands based out of North India like Mc-Donald's, Bata, Liberty, Biba, Dominos, Barbeque Nation, V Mart, UBC Adventure (FEC), Mama Mia, Sadak Chaap, Chaat World, Snitch etc.
- Aseem Varma traveled to Bangalore to promote the Mall and meet various brands headquartered out of Bangalore like ABFRL, LANDMARK, Levis, ARVIND, TITAN, Miniklub, and many more as a routine process.

- **The team has got confirmation of interest from the following Brands:**

- I. **Crocs** - Signed Loi (GF 02 – 1176 Sq.Ft. GLA) received from the brand.
- II. **Croma** – Commercial proposal shared with the brand, awaiting their revert.
- III. **Rear & Basics** – Proposed location shared, awaiting revert from the brand.
- IV. **Nykaa** – Commercials under discussion with the brand.
- V. **Mochi** - Proposed location along with commercials shared, awaiting revert from the brand.
- VI. **Inc.5** - Proposed location along with commercials shared, awaiting revert from the brand.
- VII. **Funplex FEC** – Brand operating primarily in North & Central India evaluating Asansol proposal, awaiting their revert on the way forward.
- VIII. **Bata** – Brand will visit the mall & decide further on the Location.

- IX. Liberty** – Brand will proceed to sign the lease before 90 days of the mall launch.
- X. Clog London** – Brand will proceed to sign the Lease before 60 days of the mall launch
- XI. UBC Adventures** – Brand visit the site on 17th April to meet developer to close the deal.
- XII. Snitch** – Snitch will visit site on/before 1st week of May'26.
- XIII. Sumo Save** – Visited the site and will discuss on the commercials by 4th Week of May'26

• **Retailers have visited the site during this period:**

Skechers
Mumuso
Adidas
Sumo Save

Other brands approached/ may consider once more brand are onboard :

- Manyavar
- VIP Lounge
- Killer Jeans
- Mufti
- Raymond Barands
- Spykar
- Rare Rabbit
- Adidas
- Reebok
- Barbeque Nation
- Café Delhi Heights
- ABFRL
- Arvind
- Titan
- Jockey

Brands not keen on Asansol as of now:

Star Bazaar	Brand not keen at the moment
Spencers	Brand not keen at the moment
Spar	Brand not looking for expansion in the east at the moment.
Amoeba	Brand is not showing any interest in the project

Funcity	Brand is not showing any interest in the project
Yousta	Brand not keen at the moment
Centro	Not expanding at the moment
Max	Location rejected in Board Meeting
Lifestyle	Location rejected in Board Meeting
Easybuy	Location rejected in Board Meeting
Mr. DIY	Not expanding in East at the moment
Style union	Not expanding in East at the moment
Adidas	Rentals too high for brand
Chalu Chinese	Deal cancelled
Miniklub	Not expanding in East
Third Wave Coffee	Rejected, as brand is not wanting to enter this market right now

5.Key Concerns

6. GEM (Going Extra Mile)

5. Way Forward:

- Need to conclude the anchor deals at the mall on priority now.
- Simultaneously, we need to close other vanilla deals on the table.
- We need to start work on Mall façade and services parallelly to give confidence to brands on the launch dates we have proposed.
- We shall resume our B2B marketing to announce the brands signed to garner more interest from other brands and convert the fence sitters.

Annexure I

EDM

17/10/2025

THE BLACK DIAMOND CITY TURNS INTO RETAIL DIAMOND



SHAPING ASANSOL' S NEXT GROWTH STORY

City Centre Mall is etching the new retail destination in the heart of the city.

COME BE THE PART OF ASANSOL'S NEW DESTINATION

07/11/2025

ASANSOL'S NEXT BIG ADDRESS FOR RETAIL

- ✓ Multiple Anchors
- ✓ High Footfall Location
- ✓ Largest Food Court



With anchors that drive constant footfalls, in a central location this Mall will help you expand your retail foot print.

BE PART OF ASANSOL'S NEW STORY



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14/11/2025

ASANSOL'S NEXT BIG ADDRESS FOR RETAIL



CITY CENTRE
Munsi Bazar, Asansol, West Bengal

THE NEW CENTRE OF OPPORTUNITY

Modern design, powerful location, and brand-ready infrastructure,
City Centre Mall is where the future of Asansol retail begins.

BE PART OF ASANSOL'S NEW STORY

Leasing Contact :
+91.90041.41256
leasing@beyondsquarefeet.com

Mall Mechanics by
**beyond
squarefeet**
shopping mall specialist®

Annexure II

Social Media Post

07/11/2025



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4,644 followers
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Food. Fun. Fashion. And endless possibilities for brands.

Grand Galleria is set to become Purnea's most-awaited shopping and entertainment Mall. A strategic opportunity for retailers ready to expand into one of India's high-trade markets.

If you are a brand looking to secure the best location in this mall, please contact **Manish Mehta**, **Aseem Varma**, or **Simran Methani** at **Beyond Squarefeet Advisory Pvt. Ltd. immediately.**

#Purnia #Bihar #nso #Newmall #Retail #Shopping #Leasing #Newstore #IndianMalls #Expansion #BrandRetail #RetailSpace #RetailBusiness ...more

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Beyond Squarefeet™ Advisory P...
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Asansol's retail landscape is evolving — and City Centre Asansol is leading the change.

With multiple anchors, a high-footfall location, and the city's largest food court, it's set to become Asansol's next big shopping destination.

Take your brand to Asansol's next retail destination — connect with **Manish Mehta**, **Aseem Varma** and **Simran Methani** for leasing opportunities.

#CityCentreAsansol #SSRCinemas #RetailGrowth #MallLeasing #Westbengal #Asansol #RetailOpportunity #BusinessDevelopment #BrandExpan #CommercialRealEstate #MallLe: ...more

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