# Leasing Presentation of

## PRABHATAM GRAND MALL DHANBAD

by



MEDIA • AVIATION • INFRASTRUCTURE • REAL ESTATE











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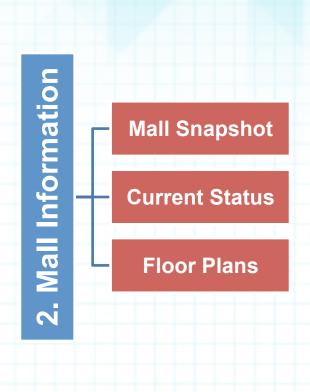


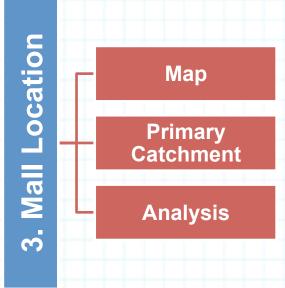
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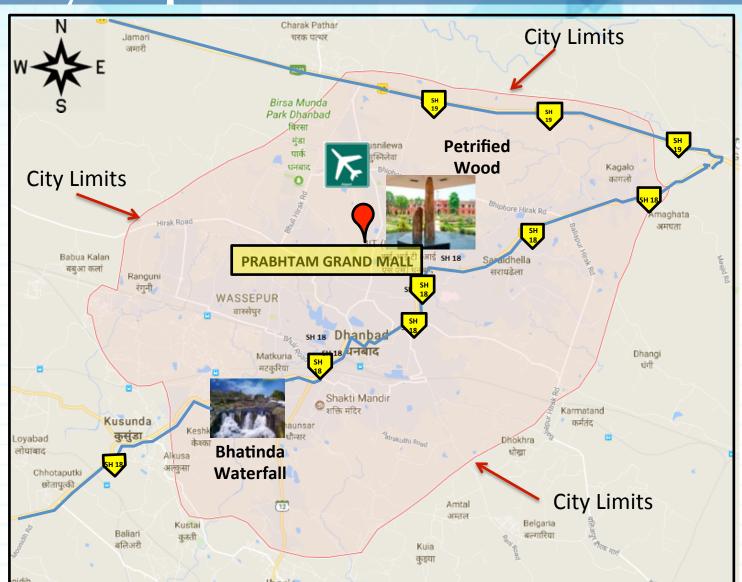




## **CITY SCAPE**

#### City Map





Second Most Populous City in Jharkhand

Coal Capital of India

**Population 11, 62,472** 

Area 384 km<sup>2</sup>

Population Density 3,027/ km<sup>2</sup>

#### **History of the City**



- Dhanbad, the epitome of rapid development and modernization, is known for its coal reservations and urbanization. Earlier the name of the city was "DHANBAID" i.e. City of Money. Over the span of time it became obscure and changed to present name DHANBAD.
- Earlier the city was part of undivided Bihar but when Jharkhand was made a new state on 15<sup>th</sup> November 2000, Dhanbad became a part of Jharkhand and is considered as one of its most populated & developing city.
- Dhanbad, known as coal mining city which has come up with major industrial establishment in past several years.
- ➤ The city has some famous **historic and religious sites** that have been witness of historical events in the city. Ancient Pillars, Temples and other important sites attract a lot of historians and archaeologists and people from far places.

#### **Demographics of the City**



Particulars	Total	Male	Female
City Population (2011)	11,62,472	6,14,722	5,47,75 0
Literacy Rate	79.47%	86.14%	71.96%
Sex Ratio	891	-	-
Children (0-6 years)	903	-	-

Facts & Figures			
Population Density	3,027 / km <sup>2</sup>		
Per Capita Income (2014-15)	30-40 K		
Area	384 /km²		
Average Household Size (2011 census)	5.3		

The *literacy rate* of Dhanbad is far better in 2011, **79.3** % as compared to **67**% in 2001.

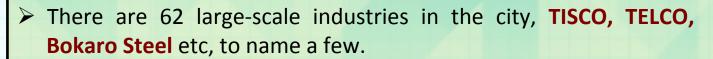
With regards to Sex Ratio in Dhanbad, it stood at **891** in 2011 which is lesser than the average national sex ratio of India which stands at **940**.

(Source : Census of India, 2011)

# Economy

#### **Socio-Economy of the City**

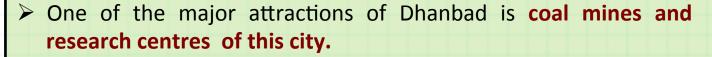




**?** 

- > Dhanbad is the Coal Capital of India
- ➤ Because of the diversified population and strong religious beliefs, the city celebrates almost every festival of the country with equal pomp & splendour viz, Chatth, Saraswati Puja, Vishwakarma Puja, Navratra, Diwali, Guru Purnima, Eid are popular tribal festivals of the region.





- ➤ The city has handful of major attractions includes lakes, rivers, falls, dams, wildlife, mountains, and religious temples.
- ➤ The Topchanchi Lake, Bhaitinda Falls, Kalyaneshwari Temple, Birsa Munda Park are some of the major Tourists places in Dhanbad.







#### **Dhanbad- City of Opportunities**



- ➤ A lot of initiatives has been taken by the state and the central government for Dhanbad City, it has witnessed a materialistic change and is holds a rank in the **fastest growing cities in the world**
- ➤ The components of Dhanbad city's economy varies majorly from **coal** mining and coal related business.
- ➤ Dhanbad is **one of the busiest commercial hubs** in the Eastern Part of India and also the most famous industrial cities of Jharkhand State.
- ➤ BCCL, IISCO, TATA Steel, and ECL are some of the companies having large scale industrial establishments and coal mines in the area.
- Dhanbad is also contributing for Indian Railways, and is second largest to receive Revenue after Mumbai in rail division.





## MALL INFORMATION

#### Mall Snapshot





Retail Levels: LGF +4

Multiplex: 04 screens

Anchor Space: 01

Mini Anchors: 02

Vanilla Stores : 60+

Foodcourt : 400+ seats

Parking: 1 Levels + Surface Parking

Rahargora Road, Chanchani Colony, Dhanbad

Retail GLA: Approx. 2.0 Lacs Sq. Ft.

Visibility: Approx. 400 Ft. wide frontage

4 - Star Hotel & Office Space in the property

Leasing & Marketing: Beyond Squarefeet Advisory Pvt. Ltd.

#### **Current Status of the Mall – Exteriors**





**Front Elevation** 

**Lavish Frontage Approx.400 ft.** 



#### **Current Status of the Mall - Interiors**



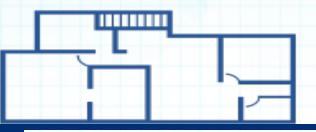












## FLOOR PLANS

#### Site Plan





#### **Lower Ground Floor Plan**





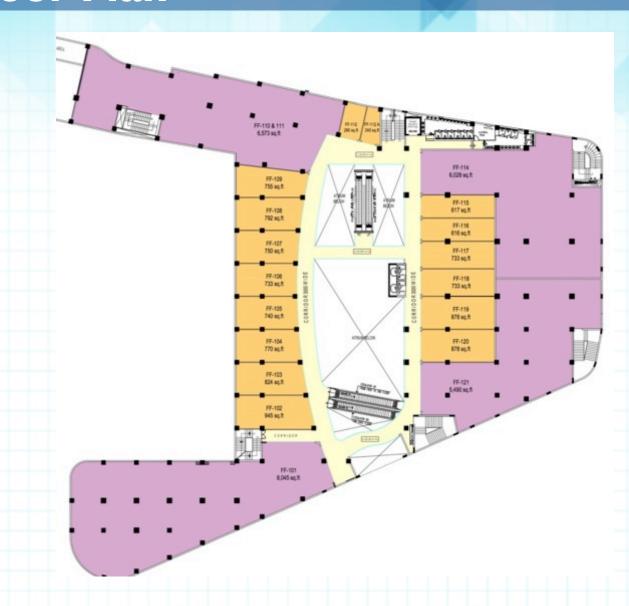
## **Upper Ground Floor Plan**





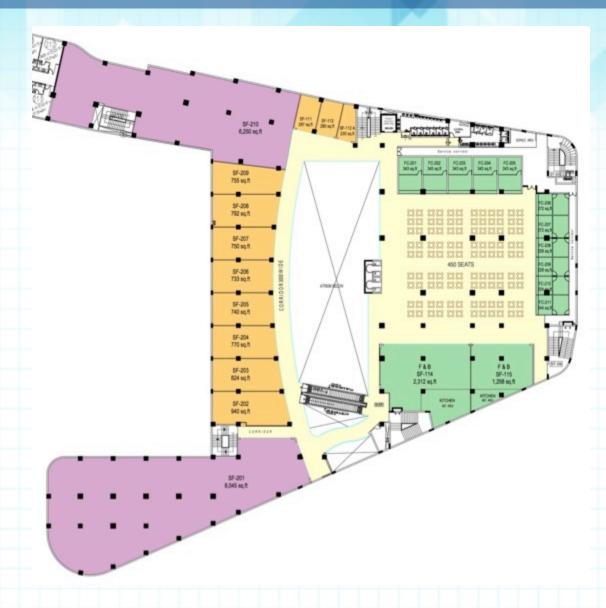
## First Floor Plan





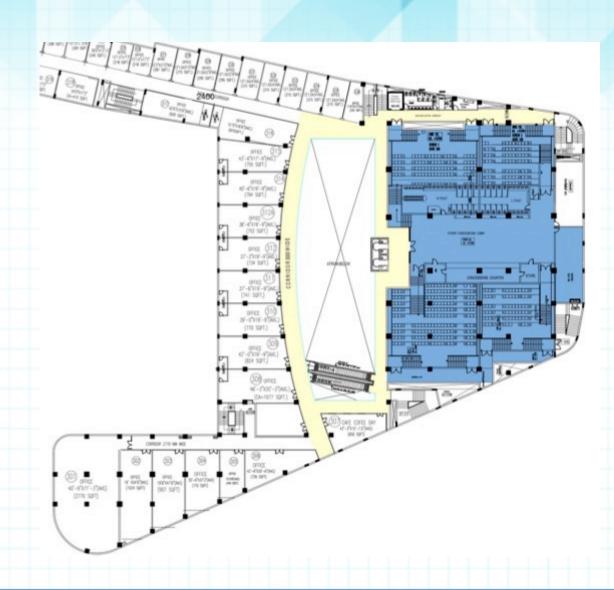
#### **Second Floor Plan**





#### **Third Floor Plan**





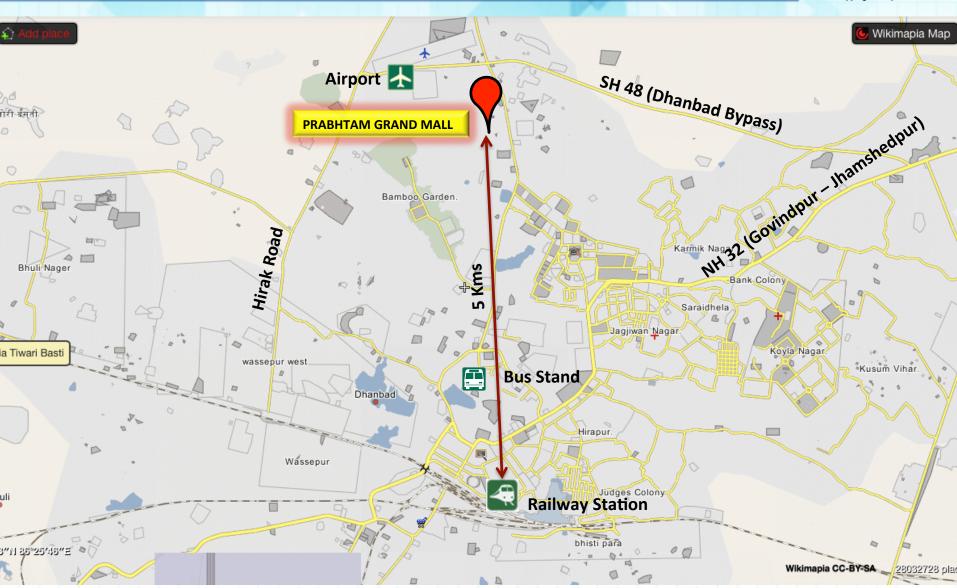




## LOCATION OF MALL

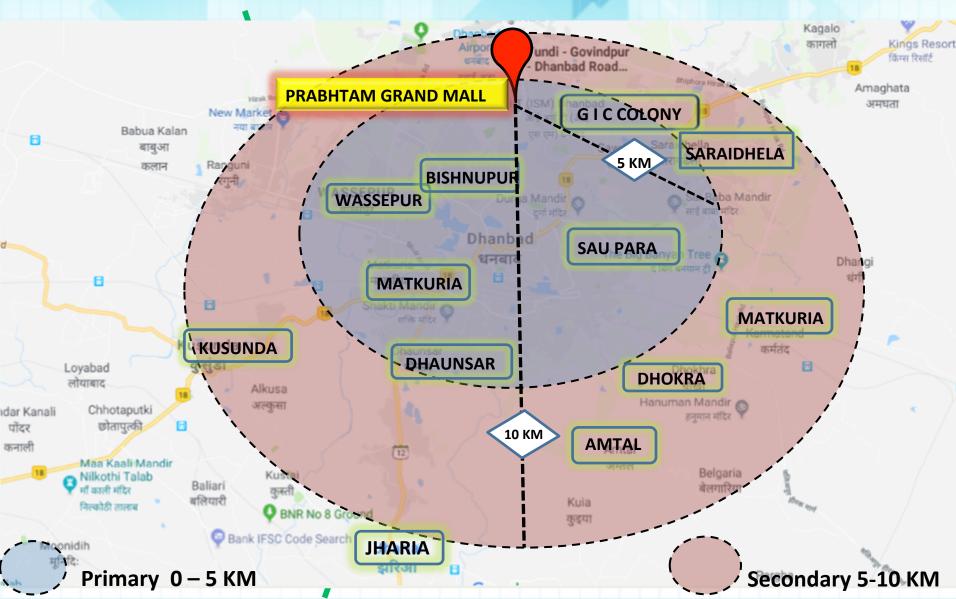
#### **Location of the Mall**





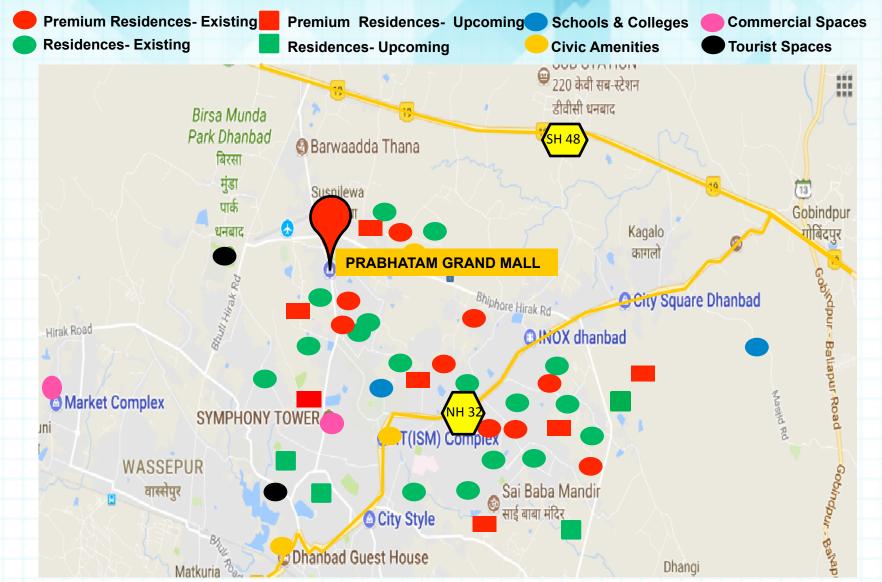
## **Catchment – Primary & Secondary**





## **Key Projects Mapping in Catchment**





#### **Immediate Catchment**



- Chanchani Colony near Rhargora road is a **bustling locality** in Dhanbad. . IIT Dhanbad is just a km away from the mall.
- It is surrounded by more than **five lacs** of population of middle class and upper middle class society near the mall.
- The locality has a **well-developed social infrastructure** encompassing many reputed educational institutions, civic amenities and a few commercial spaces.
- ➤ The area has strong potential for retail as the existing saturated retail market is more than 6 7 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.

#### **Analysis of the Catchment**



- > 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 lac to 8 lac per annum).
- ➤ Rest 40% of population belongs to upper-middle class income level (Rs 10 lac & 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.

#### Catchment Images (Existing)



#### **Deo Vihar**



#### Ganpati Tower





Ajmera Stone Park

#### **Catchment Images (Existing)**



#### **Sukhdham Prabhu Darshan**



#### Smriti Lotus Tower



#### Surya Cristal Tower



#### **Catchment Images** (Upcoming)





United Smart Housing River

#### Shree Hari Residency



#### Yashraj Shiv Parvati Residency



#### **Catchment Images** (Upcoming)



#### 99 Smart Town



**Sukhdam Tulip Phase 2** 



**Welfare Diah Heights** 



**Smriti Maheshwar Dham** 



## **Concurrently Leasing**











## **Concurrently Leasing**







#### **Contact Details**



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# THANK YOU!