

TEXVALLEY

PRICE-LESS MARKETPLACE



India's Largest B2B & B2C Marketplace Spanning 20,00,000 Sq. Ft.

Gateway to the World of Fashion, Food, Films,
Fun, Frolic, Festivities and Much More....



SITE PLAN

AVENUE MALLS
BIG BRANDS | BETTER VALUE

GLOBAL MARKET
EXPORTS | WHOLESALE

Outdoor Activity Zone
AREA

BIG BOX BAZAAR
CATEGORY KILLERS

SPORTS VALLEY
24x7 Sports

FOOD HUB
HIGHWAY STOPOVER
Land taken on Lease

Proposed Convention & Hotel

MEP

Helipad

Ramraj Cotton - Tex Valley, Erode

Bengaluru - Kochi Highway
சேலம் - கொச்சி நெடுஞ்

Ganganur Rd



Global Market
(Operational)

**Proposed
Convention &
Hotel**
(Proposed)

Sports Valley
(Operational)

F&B
(To be
Constructed)

KFC
(Under Fitout)

Pride Cinemas
(To be Constructed)

Avenue Malls
(Under Fitout)

**Big Box
Bazaar**
(Operational)

Pind Baluchi
(To be Constructed)

McDonalds
(Operational)

SITE OVERVIEW



WHY TEXVALLEY?



Only Regional Retail Magnet

in Kongu region -
Erode, Salem, Tirupur ,
Karur etc



Catchment Strength

The Kongu Region has a
Combined Population of
Over 80 Lakhs



Strategic Location

Central Access from
4 Key Cities - Erode, Salem,
Tirupur, Karur etc



Retail Vacuum

No Comparable Destination
Mall in the Region.



High Income Catchment

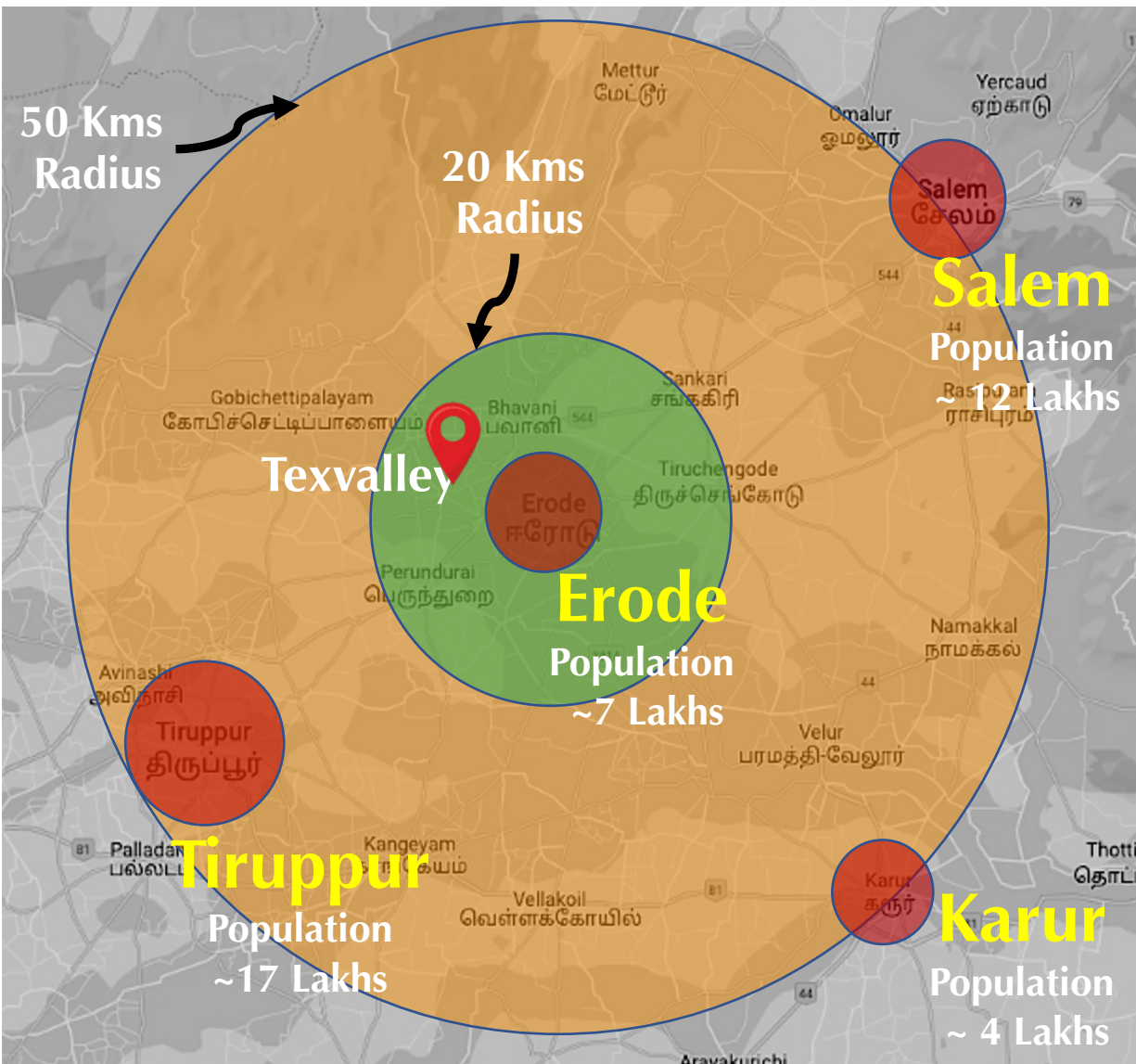
Large Base of Small &
Medium
Enterprises and Professionals



NH544 Connectivity

On National Highway with
High Vehicular Movement

Catchment for Texvalley

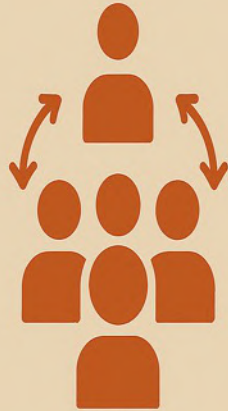


AVENUE MALLS at Texvalley is the **ONLY** Mall in the region of about 50km radius that offers a holistic experience to the customers with **Multiplex, Gaming, Foodcourt, Fashion, and much more...**

OUR BELIEF



**People
Attract
People**



**Brands
Attract
Brands**



*With its **vast footprint** and **access to a virgin catchment**, Texvalley is **ready to host massive footfall** and a **wide ensemble of retail brands**.*

TARGET CUSTOMER PROFILE



Affluent Families

From the Kongu Region -
Salem, Karur, Tirupur,
Erode, etc.



Gen Z

Young professionals
and students



Groups

Of Travelers and Wedding
Shoppers



Value for Money Seekers

Fashion and Discount
Driven Shoppers

MARKETING PLAN

PRE-LAUNCH



Catchment Awareness

Campaigns - FM, Print
Digital Media, etc



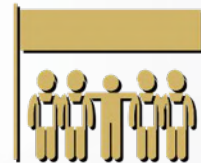
Mall Tour

Previews with Regional
Social Media Influencers



Brand Association

Announcements



Grand Launch

with Famous Celebrities

MARKETING PLAN

POST-LAUNCH



Free Weekend Buses

from Salem, Karur, Tirupur,
Erode, etc.



Frequent Public Engagement

Cultural Events, Fashion
Shows, F&B Fests, etc.



Festival Campaigns

Pongal, Diwali, Summer,
Carnival, etc.



Loyalty Programme

to Incentivise Shopping at
Texvalley

AVENUE MALLS

BIG BRANDS | BETTER VALUE

Mall Launch
14th Aug 2025



MALL SNAPSHOT



*Proposed Interior View

100%
Lease – Only
Model

GLA : 3,50,000 Sq.ft.

Multiplex : 6 Screen (1400+ seats)

Anchor : 8 Anchors & Mini Anchors

Vanilla Shops : 75+

Food-Court : 15 Counters 500+ seats

Parking : 2000+

Brands on Board



*Brand shopfronts for representation purpose only.

Family Entertainment Centre

BY



Largest Entertainment Centre in region spread over 15000 sq. ft. with triple height is rolling and gearing to add on to your excitement...





Lavish food court with 15+ counters and 500+ seats

Brands on Board



Adding More...



6 Screen Multiplex



*State of art 1400+ seater
multiplex with
EPIQ Technology*

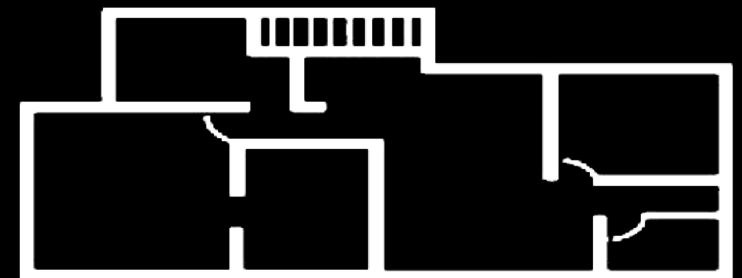


BY

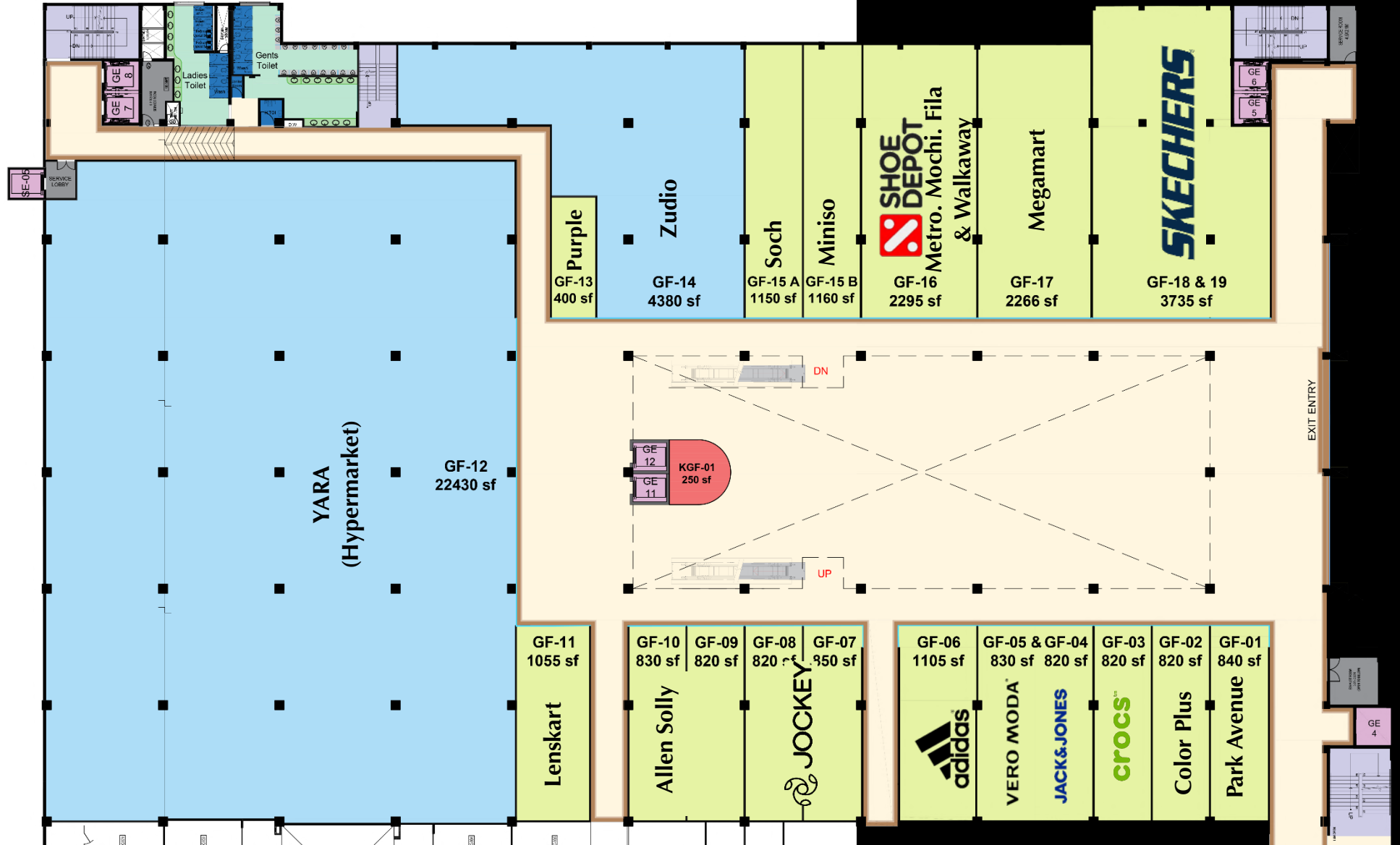


PRIDE
CINEMAS

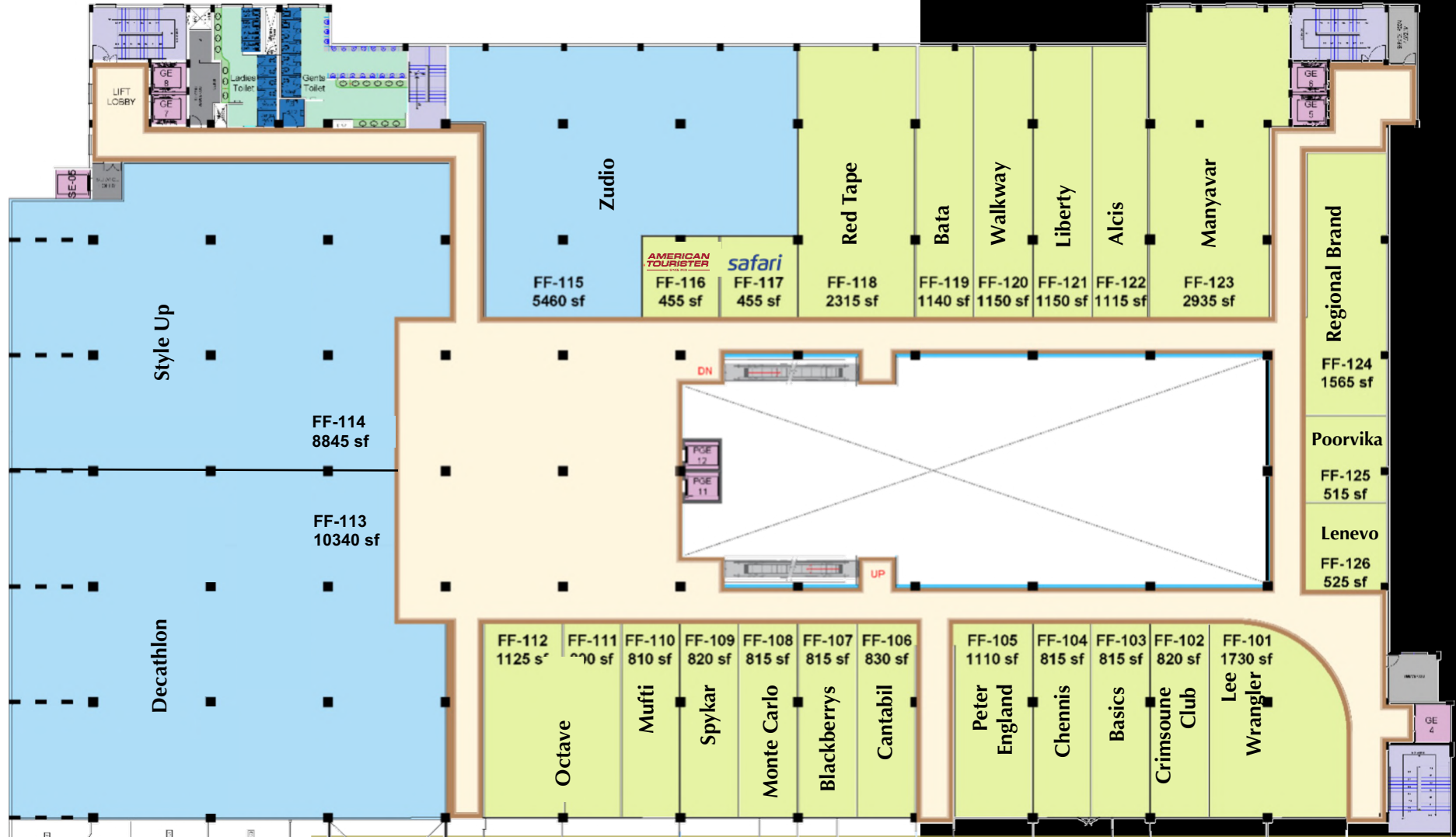
Floor Plans



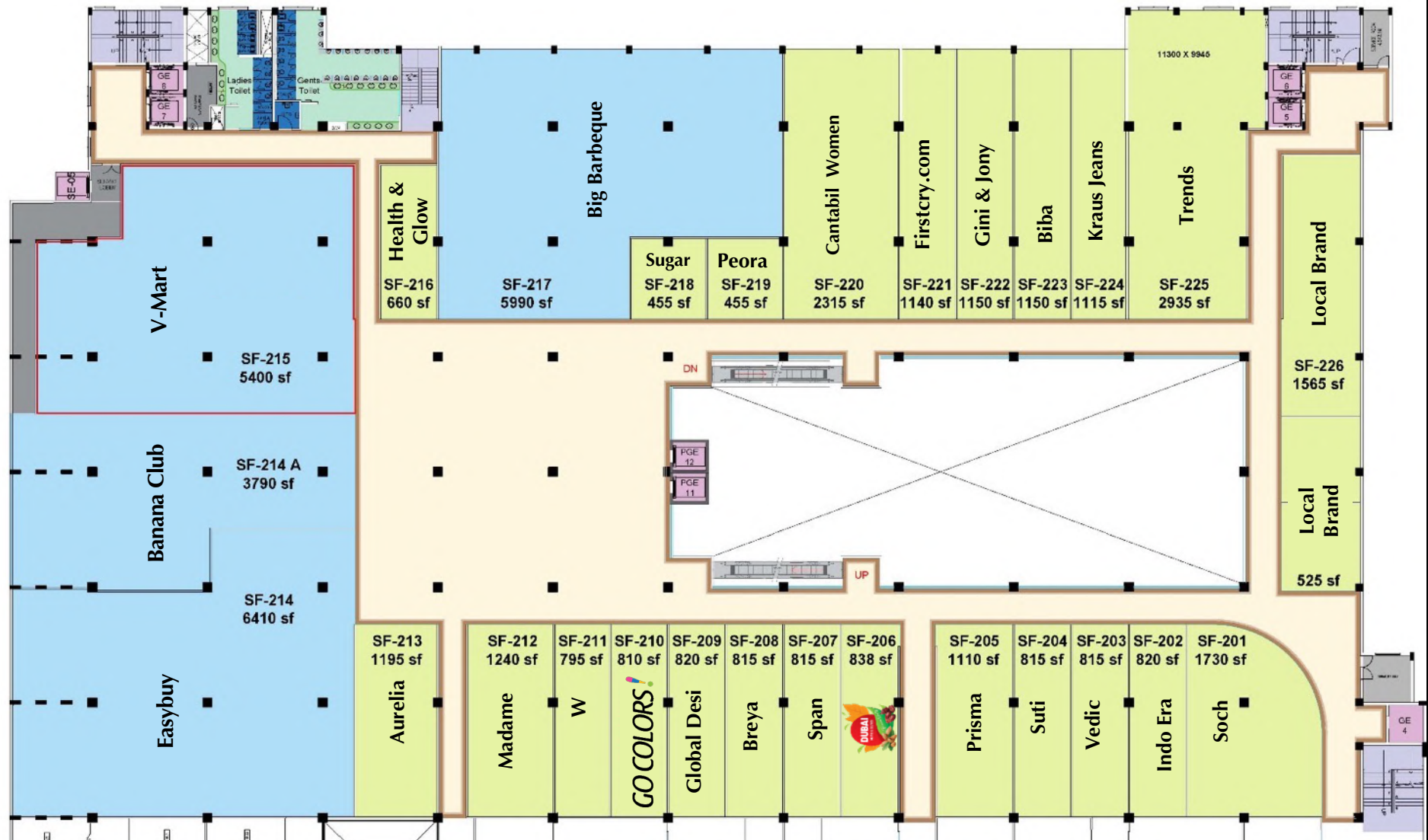
Ground Floor



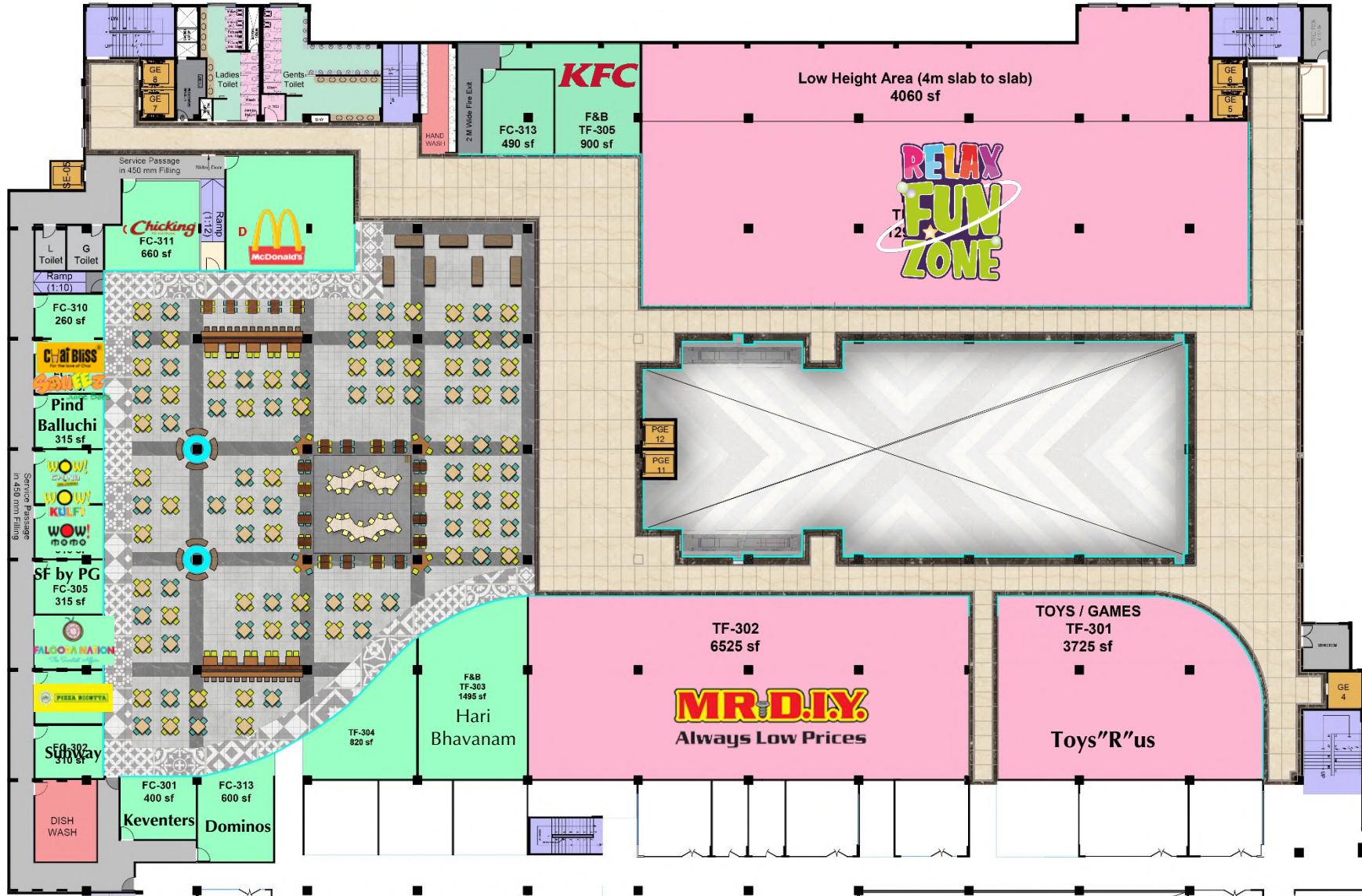
First Floor



Second Floor



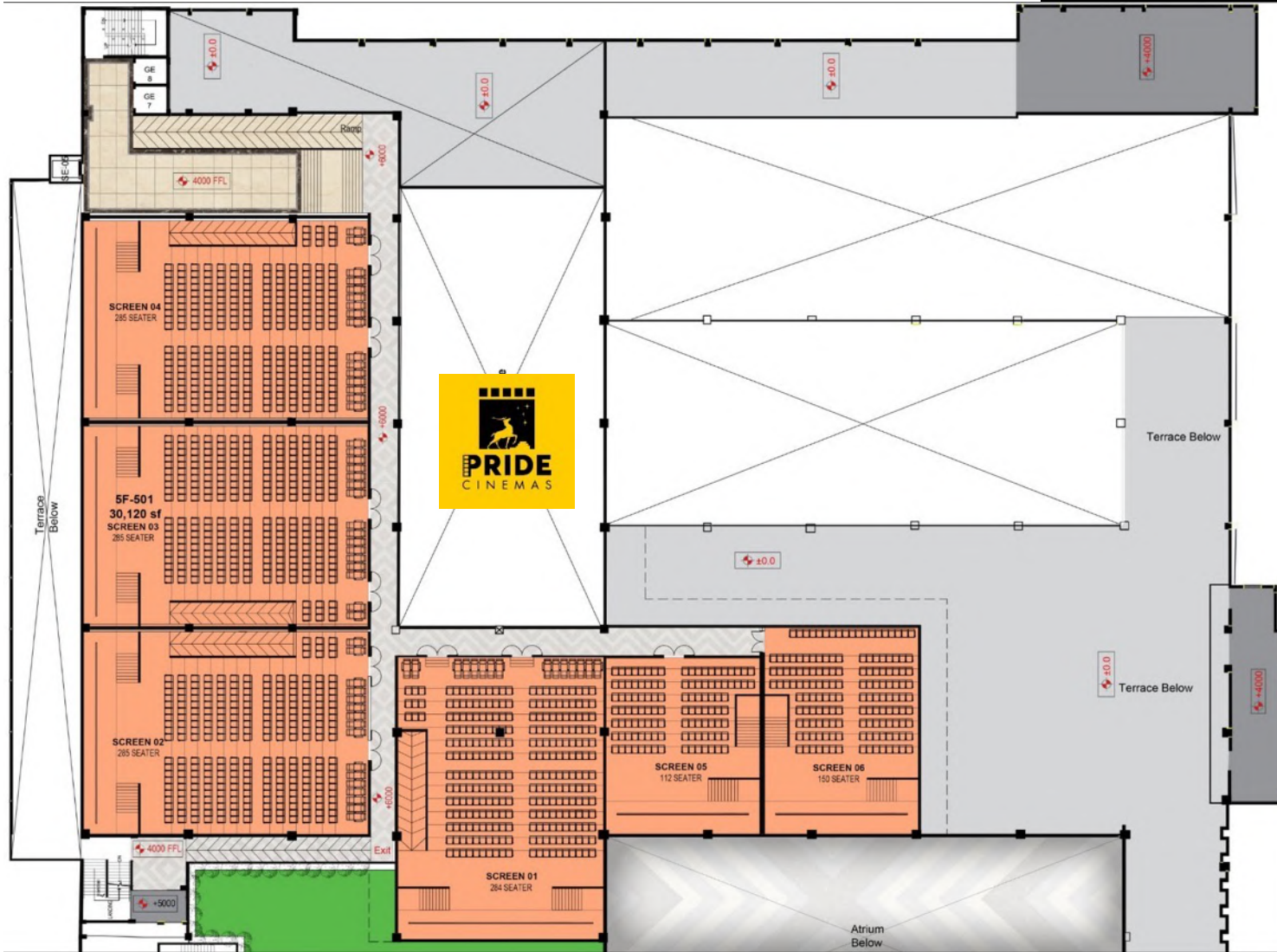
Third Floor



Fourth Floor



Fifth Floor



Brands on Board



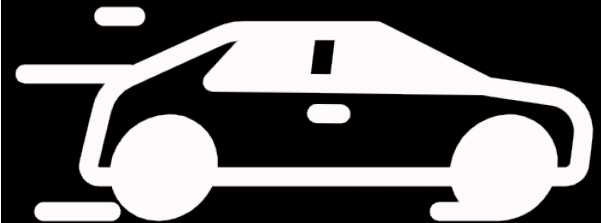
Actual Pictures





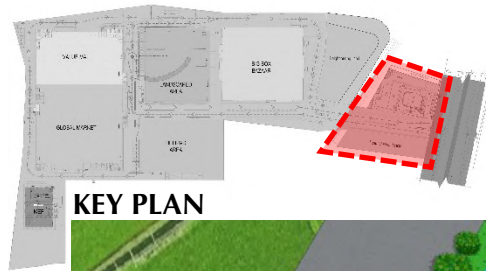
*Actual Site Photo

Adding More Reasons to Stop



FOOD HUB

HIGHWAY STOPOVER



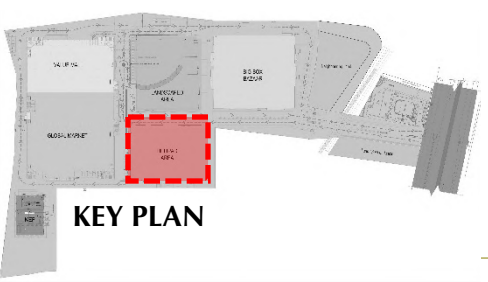
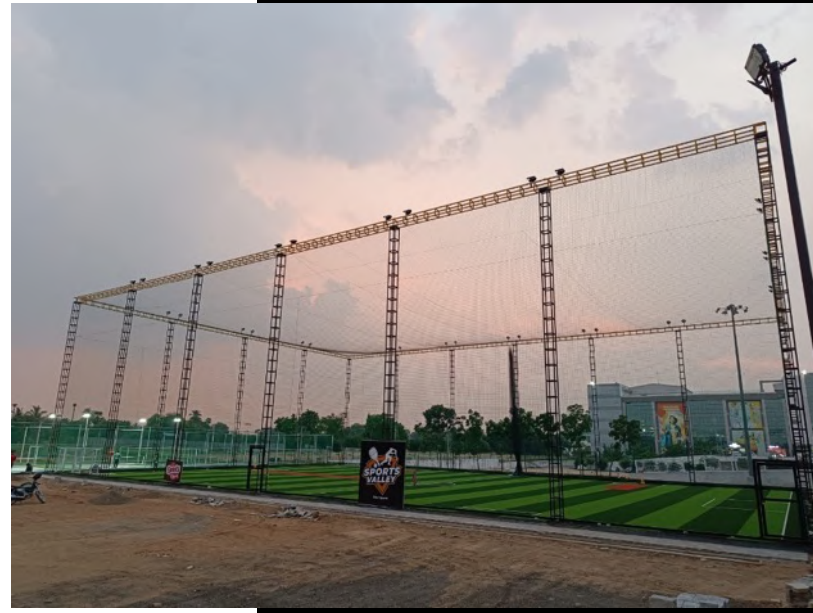
McD Operational
KFC Under Fitout
Pind Balluchi Signed





Not just the **LARGEST** Turf
in the state of **TAMIL NADU**
but also **FIFA** accredited Turf

Operational



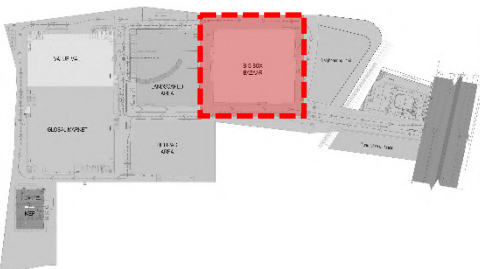
KEY PLAN



Operational



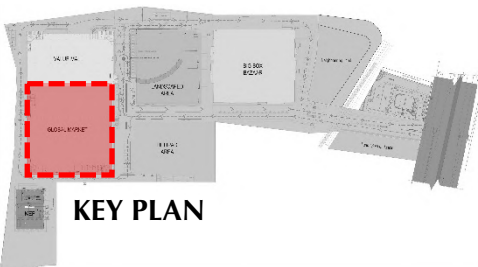
for **Big Boxes**
with **Big Footprint**
and **Bigger Offerings**





GLOBAL MARKET

EXPORTS | WHOLESALE



*A marketplace with 500+
experience centers !*

KEY PLAN

Washroom Facility

Your Premium Pause on the Highway!

Spotlessly Clean. Fully Equipped.
Always Hygienic Washrooms
-at your service.



*Actual Site Photos



EV Charging Station

BY **ZEON**
CHARGING

Operational

Strategically Located EV Charging Stations Catering to 25,000+ Daily Highway Vehicles.



Adding More Excitement & Fun

Convention Centre & Hotel



Snow Theme Park



All-Terrain Vehicle Track



Go Karting



Zip Line



Kids Adventure Zone



About the Developer

Lotus Group of Companies

The Group is into multiple business including real estate and dealership services (**Hyundai**).

The Directors of the group also have **franchisee experience** for many retail brands like **Tanishq, Victorinox, Babee World** etc. Also, they are **landlords** to many other retail brands like **Pantaloons**.



URC

Founded in 1956, URC Construction is a major player for infrastructure projects in South India and the flagship company of the group. The company has constructed Texvalley as well.

The company specializes in EPC Contracts, BOT Projects, PPP Projects, Infrastructure Projects and has delivered projects pan-India



Eager to have your
brand join us on this
exciting journey !!

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Concurrently Leasing



City Centre
(Asansol, WB)



CDR Mall
(Madurai, TN)



Grand Galleria
(Purnea, Bihar)



Crossroads Mall
(Siliguri, WB)



Langval Mall
(Thanjavur, TN)