

# Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#93



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NOVEMBER 10-11,  
2021  
RENAISSANCE  
HOTEL, MUMBAI



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# Shopping Centres Embark on Cautious Return to Normalcy

India's shopping centre industry is making a positive return to new-normalcy. Malls are finally open, and customers sentiment is looking up as well.

For shopping centres in North and East India, the lockdown was for a shorter period and malls resumed operations partially from June, but for West and South, the period was a prolonged and painful one. Malls in Maharashtra finally got the green signal to open, after a long period of 4 months and therefore this time the approach is a very cautious one. No one is in a hurry to celebrate and neither have they let their guard down. The industry has been enduring unprecedented pressures since April 2020, and with the threat of a third wave looming, malls are preparing themselves to face a new set of challenges, trends and consumer behaviour.

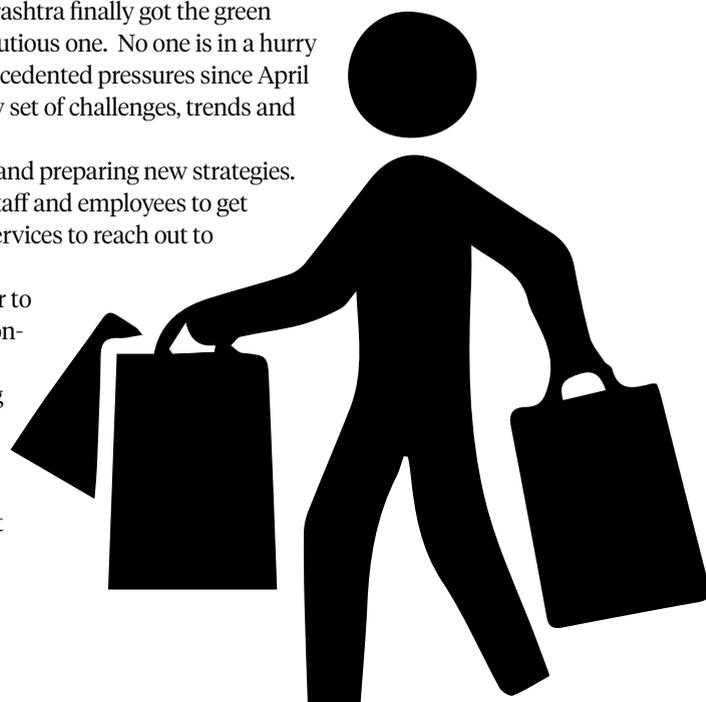
The August edition of Shopping Centre News talks about how shopping malls are analysing and preparing new strategies. Malls are pushing for the vaccination drives and are encouraging the visitors along with their staff and employees to get vaccinated. Adding more to this, centres are also conducting robust digital campaigns/ sales/ services to reach out to their consumers in large numbers.

This month also brings good news for IMAGES Group, as we are going to add another feather to the list of our flagship programs, in the form of Shopping Centres Next 2021. The inaugural — on-ground — event will be held on September 1st and 2nd at the Grand Hyatt, Goa, with an aim to bring together India's leading retail and shopping centre businesses, under one roof after a long hiatus — to ideate, innovate and create India's next-generation social spaces! We hope to see you there.

As always, we hope you find the issue informative and useful. Log on to our website <https://www.indiaretailing.com/category/shoppingcentre/> for more features, analysis and expert opinions.



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# Shopping Malls Reopen in Maharashtra, Restaurants to Operate for Longer Hours

Mall developers said as a majority of their visitors are in the 18-45 age group, very few are fully vaccinated, leading to low footfall. The initial turnout was only 10-15 per cent compared to pre-COVID times.

By Shopping Centre News Bureau



## Shopping Malls Reopen in Maharashtra after a Gap of 4 months

Shopping malls in Maharashtra reopened for the first time after a gap of four months post the lockdown, which was announced on April 4. Mall developers said as a majority of their visitors are in the 18-45 age group, very few are fully vaccinated, leading to low footfall.

They also said that the turnout was only 10-15 per cent compared to pre-COVID times. Restaurants and bars, too, saw poor turnout as August 15, being a national holiday.

While restaurants and malls reopened to extended timings till 10 pm from Sunday, the condition

that staff and visitors have to be fully vaccinated led to poor response on Day One.

In a statement, Shopping Centres Association of India (SCAI) said the government needs to reconsider its decision. "Malls have been opened as per the government order. Given the restrictions on customer entry, footfall has been extremely low: 10-15 per cent of pre-COVID levels. We have had instances where customers with a single job were disappointed at being denied entry into malls. The government needs to reconsider this stance and allow customers with a job to visit malls."

Gurvineet Singh, CEO of Viviana Mall in Thane, said, "We welcome the move of the government to allow us to trade on Independence Day. However, the permission has come with riders due to which the business is going

to be hit. Statistically, there are very few citizens in the 18-45 age group, our main clientele, owing to the minimum gap of 84 days. Also, the first drive for this age group began only in June. Lakhs of citizens are directly or indirectly dependent on the economic activity at malls across the Mumbai Metropolitan Region."

Sachin Dhanawade, Chief Operating Officer (COO) retail & real estate, Grauer & Weil (India) Limited, which operates Growel's 101 Mall in Kandivli, said, "The footfall was 5 per cent of the usual footfall before the pandemic. Fully vaccinated customers were happy to shop in a safe and sanitised environment. However, many customers who are not fully vaccinated had to be turned away. We are hopeful that citizens who have got their first dose of the vaccine will be allowed soon."



## Maharashtra Government Issue Fresh Guidelines for Children Entering Malls

Maharashtra Government issued a fresh notification regarding the entry of children into shopping malls. As per the order, the malls can remain open till 10 pm and children below 18 years of age, who are not eligible for vaccination, will have to carry a proof of age to enter the malls. Moreover, for shopping malls, people who have received both Covid vaccine doses will be allowed to enter shopping malls in Mumbai and other cities of Maharashtra, the state government has informed.

## GUESS Re-launches its In-store Experience in India at DLF Mall

The global fashion brand with a legacy of almost four decades in bringing trendsetting apparel and accessories has relaunched its retail presence at the DLF Mall of India.

The store opening brings back GUESS to the consumers who love the brand for its iconic range of denims, dresses, apparel, shoes, handbags, accessories and so much more. The store itself has been aesthetically designed blending artisanal designs with a minimalistic touch, providing plenty of space for showcasing the brand's themed total looks and imagery.

On the launch of the store, Carlos Alberini, CEO, GUESS said, "Even though our brand has penetrated well in several countries, we are always eager to spread our wings to newer markets. Inspired by the rapidly evolving style preferences and buying habits of the new-age consumer, we have launched the 'Athleisure' collection

which had zero penetration in the pre-covid era, but now this category represents 7 per cent of our apparel sales. These figures are significant as quarantine consumers are clearly choosing comfort-driven apparels with a considerable shift towards fitness."

The highlight of the brand is the new 'Athleisure' collection – a significant workout wear category for the fashion and fitness loving urban shoppers, which will be launched in Fall/Winter 2021. Another key category to look out for is a wide range of handbags – from satchels to totes and backpacks to luggage, there is something for everyone at the store. GUESS is also widely recognized for its sustainability efforts and eco-conscious initiatives such as water saving practices during denim wash, responsibly sourced materials and a massive reduction in the use of chemicals.



"We are thrilled to welcome shoppers to our new store at the DLF Mall of India. Besides its strategic location, the store sales reinforced that customers always appreciate quality and on-trend styles – no wonder they unanimously #LoveGUESS. We

are now on our way to launch in all the major metros across India through the rest of the year. As people's habits, tastes and needs evolve, we will continue to innovate and find new ways to engage with our customers," said Manoj Nair of Gaurik Group

## Urban Square signs up Pantaloons, Thick Shake Factory

Bhumika Group announced that Pantaloons and Thick Shake Factory have leased out space at their upcoming project Urban

Square Mall in Udaipur. These two brands have taken up more than 18000 sq ft space in the mall – Pantaloon has taken up 17000 sqft

sq ft and Thick Shake Factory 1100 sq ft, that has also been attracting players entering the region for the first time.

These two brands, and a slew of others, will add value to people's lifestyles in the region. "Brands are looking at the potential of Urban Square Mall, and we are happy that we can bring world-class lifestyle to the people. The possession at the project will start soon, as we are working according to the RERA commitment," says Uddhav Poddar, Managing Director, Bhumika Group.

The Group has also come out with lucrative offers on the eve of 75th Independence Day. Urban Suites serviced apartments at Urban Square has assured rentals with

investment starting from Rs 34 lakh inclusive of GST. The Group is also offering investment starting at INR 30 lakh, including GST, for world-class expandable office space.

Udaipur's Urban Square is iconic hospitality-focused mixed-use destination development with a balanced mix of Commercial, Retail, Hospitality and Entertainment. Spread over an area of 1.8 million square feet, Urban Square has leading global brands such as Adidas, Puma, Asics, Shoppers Stop, Inox, Marks & Spencers, Tata Westside, Tata Zudio, Reliance Trends, Adidas, Puma, Asics, F-Bar, Holiday Inn, etc. already signed and many more under finalisation.



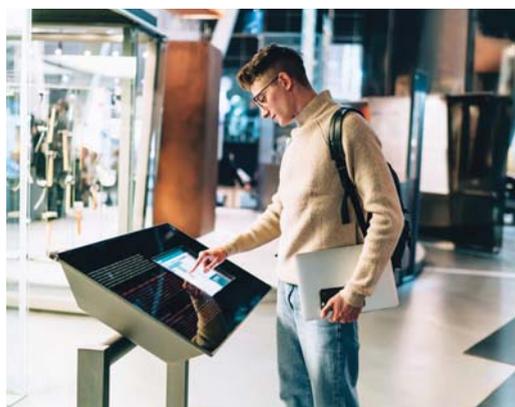
# EMERGING TECHNOLOGICAL TRENDS IN SHOPPING MALLS

The way of functioning has changed to a great extent for the business units & has been transformed with several changes. Various technological trends have been observed in the way malls & retail outlets operate & attract new customers, a few of which can be considered as the future of the retail industry.

By Aman Trehan, Executive Director, Trehan Iris



**AMAN TREHAN**  
EXECUTIVE DIRECTOR,  
TREHAN IRIS



It is rightly said that technology is going to be the future! Traditional business methods are no more going to be in existence if not clubbed with technology. The rise of technological advancements along with the change in the dynamics of each and every industry has led to a total shift in consumer behaviours.

Digitalisation has reshaped buying patterns & shopping experiences as well. The pandemic has further forced all the industries to change upside down and cope up with the situation. The retail industry is no exception. Moreover, the retail segment has seen tremendous growth due to the continuous up-gradation of technology. The rise of online sales with e-commerce has helped in growing the segment manifolds.

Consumers are having a new experience every day with more delightful features added on for enhancing the overall experience. It has increased customer expectations in physical stores also. The way of functioning has changed to a great extent for the business units & has been transformed with several changes.

Various technological trends have been observed in the way malls & retail outlets operate & attract new customers, a few of which can be considered as the future of the retail industry.

## 1 E-COMMERCE & POS SYSTEMS

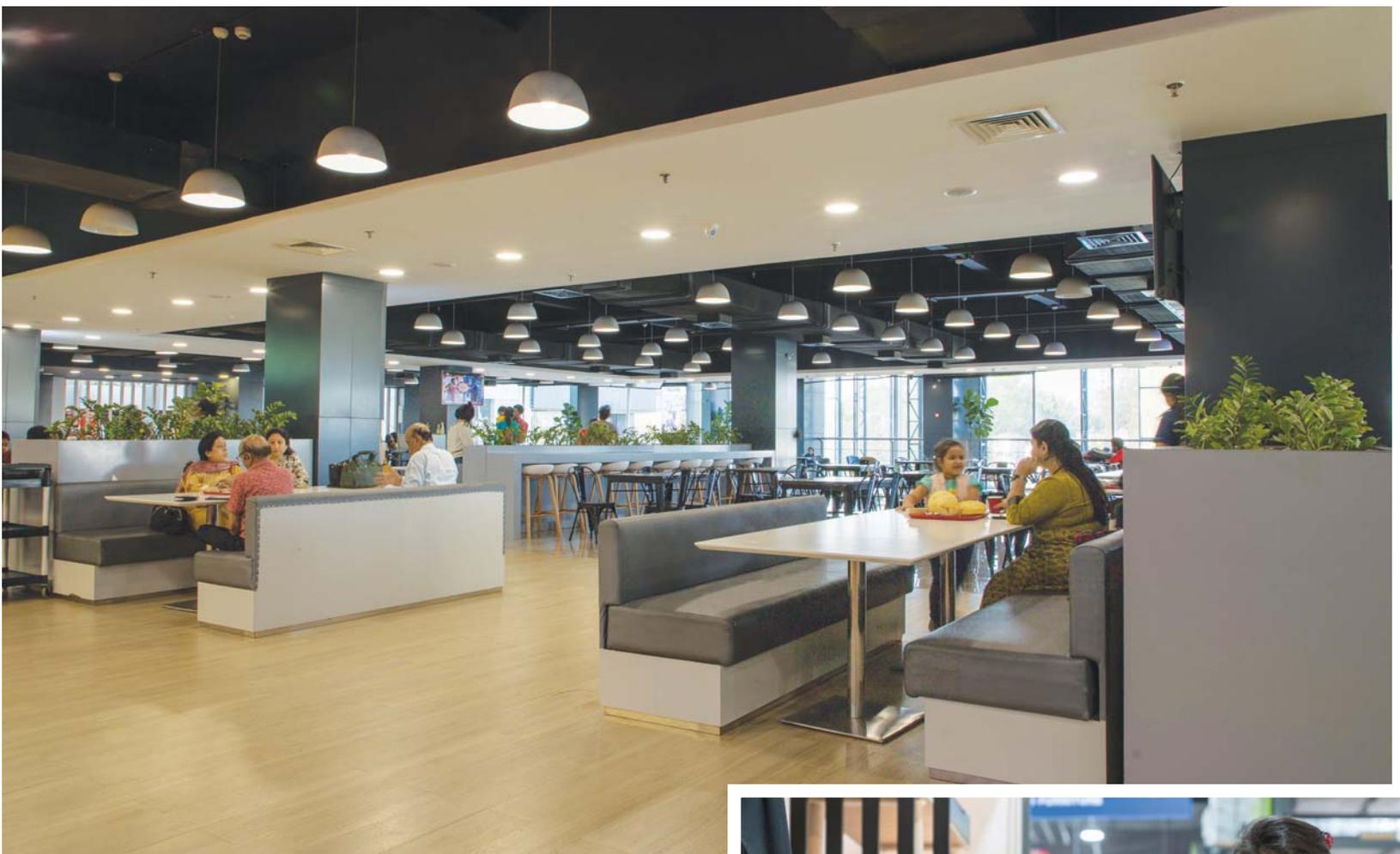
With the increased online shopping due to COVID-19 restrictions & tech-based systems, the retail outlets have to be now friendlier & easily accessible to the consumers in both ways



# SHOPPING MALLS RIDE ON NEW CONSUMER TRENDS IN TIER II CITIES

After the first lockdown, it was observed that malls in Tier II cities picked up business and footfalls faster than the malls in Tier I cities. Also the dwell time for consumers in Tier II cities increased along with the conversion rate.

By: Sandeep Kumar



The last one year for the shopping mall industry pan India has been very terrifying and appalling. The pandemic was a body blow to the shopping centre industry by the series of lockdown and even if when the unlocking phase began, consumers found them scared of contracting the rapidly spreading virus and on every occasion shopping malls were the one of the first places to be asked to shutdown.

Shopping malls survive on footfalls. If people are not walking into their premises to shop, eat, gain experience and be entertained, the mall will not survive even if it has the best of brands, and is the largest and most premium mall of the area. After the first lockdown, it was observed that malls in Tier II cities picked up business and footfalls faster than the malls in Tier I cities. Also the dwell time for consumers in Tier II cities increased along with the conversion rate.



# SHOPPING CENTRES REOPEN KEEPING ABREAST WITH NEW NORMS AMIDST VACCINE CHALLENGES

A big reformation owing to the pandemic has been the rise of the 'Omnichannel retail' and malls too have been at the center point of this development. With many customers still preferring a minimal contact shopping experience, mobile/video shopping has witnessed a surge. Malls have introduced the WhatsApp video shopping feature to give customers the advantage of browsing through products and shopping their list from anywhere using the video calling feature. In the coming months, similar services and initiatives are bound to increase.

By: Sandeep Kumar



**W**ith Maharashtra and Kerala state government lifting the restrictions for the shopping malls and allowing them to open their gates from 10 am to 10 pm, it won't be wrong to say that shopping malls pan India is finally purposefully functional after a very long gap. Despite the threat of the third wave of the pandemic looming, shopping malls are once again ready to face a new set of challenges and are welcoming the consumers in the new normal.

Shopping malls, which have resumed operations in May-June after the second lockdown, are witnessing good response both in business and footfalls. Though, they are yet to reach to the level of normalcy and recovery, the industry is optimistic of springing back into action sooner than later and has high hopes with the last two quarter of the FY 2021.

The malls that have opened very late can only hope that third wave is delayed if not completely ruled out, so that they can do good business and recover as much losses as possible in the festival season.

Speaking about opening of the malls after about 4 months of closure mandated by the State government of Maharashtra, **Sachin Dhanawade - Chief Operating Officer (COO) Retail & Real Estate, Grauer & Weil (India) Limited**, which operates Growel's 101 Mall in the Kandivali suburb of Mumbai, said, "We are glad to reopen after almost 4 months of lockdown and are thankful to the State Government to have taken this timely decision that has saved livelihoods that depend on malls ecosystem. As people return to malls, they will be seeking safe spaces. At Growel's 101 Mall, we have been ensuring a safe shopping environment for our customers and our employees & staff members. Throughout





## URBAN SQUARE

**B**humika Group is the real estate vertical of the Poddar Group of companies and has diversified business interests spanning construction, warehousing, logistics, mining, textiles and manufacturing. Bhumika Group is established with the intention to build quality living, commercial and hospitality spaces which will set a new benchmark in the industry.

Through its subsidiary M/s. Bhumika Enterprises Pvt. Ltd (BEPL) it is developing "Urban Square", one of the India's largest Retail & Hospitality Centric Mixed-Use Projects in Udaipur, Rajasthan. The project has a total Built Up area of 1.8 million Square Feet includes the entire gamut of real estate verticals being, commercial, shopping mall, a Five Star Hotel and Serviced Apartments all under one roof, with a theme of "After Here No Where". Multiple award winner Urban Square will be ready for offer of possession in 2021.

After Udaipur, Bhumika Group through its subsidiary, has started development of Urban Square Galleria, a shopping mall in Alwar, Rajasthan. The group plans similar projects in other locations such as Jaipur, Jodhpur, Bhiwadi, Ajmer & Delhi NCR, mostly focusing on the Tier II cities.

- Location of the mall: Udaipur
- Mall Design: Bentel Associates Realty Design Consultants Pvt. Ltd.
- Gross Leasable Area (sq. ft.) of the mall: 209000
- Mall maintained and operated by: Self
- Number of floors: 7 floors, including 2 basements
- Total number of stores: 85
- Total number of kiosks: 18
- Anchor Stores: Shoppers Stop, Pantaloons, WESTSIDE, Zudio, Reliance Trends and INOX
- Leading brand stores in the mall: Louis Phillipe, Van Huesen, Allen Solly, Himalaya Optics, US Polo, Go Colors, Market 99, Just for Kids, Spykar, Pepe Jeans, Levi's, Adidas, Puma, Blackberry, Kazo, UCB
- Regional Brands: Mumkins, Just for Kids, Ninis Kitchen
- FEC Area (sq.ft): 80,000
- Key FEC players: INOX, Funland, Go Karting
- Food court area (sq. ft): 50,000
- Key players at foodcourt: KFC, Pizza Hut, Vaango, Wow Momo, Wow China, Moti Mahal, Moti Mahal, Masala and Curry, Baskin Robbins, The Thick Shake Factory, Chai n chaat, Asia Kitchen, Inmly ke factory, Sugar Shack Chocolate
- Fountain
- Restaurants outside foodcourt: Duty free, Cafe Delhi Heights, Jungle Jamboree, Musafir Café, F Bar
- Parking capacity: 4-wheeler(1400) 2-wheeler(3000)
- Launch date: To be launched in February 2022



# SAFETY ON PRIORITY

With malls getting back on feet once again, across India, more than the footfalls or sales the team behind each shopping centre is more concerned about customer safety. They are observant of the ongoing norms and in preparation of the festive sales are gearing up to support the customer with best support.

By Anurima Das

**W**ith malls getting back on feet once again, across

India, more than the footfalls or sales the team behind each shopping centre is more concerned about customer safety. They are observant of the ongoing norms and in preparation of the festive sales are gearing up to support the customer with best support.

## Catching up with the trend

**Salim Roopani, Centre Director, Elante Mall (Nexus Malls)** mentioned that at Elante Mall they are following all the SOP's laid down by SCAI and MHA. "However, this time around when we reopened the malls to the customers as a part of Unlock 2.0, we have noticed the customers who visiting the mall are far more focused on what they want and their dwell times are lower too. While we have deployed floor wardens to ensure COVID appropriate behaviour, the customers themselves have become far more responsible this time. We are seeing healthier sales recoveries as compared to Unlock 1.0. We closed July 2021 with almost 100 per cent sales recoveries and fashion, electronics and luxury categories have done better business. We are also seeing a lot of families return to their weekend dine-out routines in Chandigarh, which is a great sign. At Nexus Malls, safety of our staff, customers,



**M**all marketing often lacks innovation, transparency and the willingness to alter a current way of doing business. Today, marketing strategies offer boundless opportunities for shopping centres to promote and spotlight their brands as well as their offerings.

This analysis examines three different measures to be taken by mall operators in order to reinvent marketing for new experiences and to succeed in long-term customer retention and loyalty.



# 3 STEPS TO BRING THE MALL MARKETING TO THE NEXT LEVEL

The analysis examines three different measures to be taken by mall operators in order to reinvent marketing for new experiences and to succeed in long-term customer retention and loyalty.

By Marco Müllner, Partner Manager, Berlin-based company store2be

It is crucial for mall managers and owners to realise that their shopping centres are valuable, flexible media assets. The perception of malls must move away from malls being mere financial assets and towards a modern approach; i.e., retail in itself is a media asset that in turn needs to be marketed accordingly. Open space in shopping malls can be rented out temporarily to brands for short-term, pop-up events, thus drawing new audiences inside a centre and generating additional revenue. This would mean a significant change in mindset for some mall owners; however, it does constitute a necessity.

Today's consumers expect and demand an experience when visiting a shopping centre. The mall owners face the challenge of pleasing both tenants and

visitors. Owners can revitalize their strategies by engaging new retail concepts.

Currently, long-term and non-negotiable leases are often standard. However, temporary pop-up stores and concepts can drive new traffic into a mall, thus attracting new customers. Potential tenants can test their brands inside the mall and get a feel for their audience with the help of a small retail merchandising unit and a brand appearance for a day or two. This approach allows owners to generate additional rental revenue and excite visitors with unique store concepts. Additionally, the brands are able to create memorable appearances – and a win-win business is established.

Listed below are three simple steps to bring your mall marketing to the next level:

## 1. Get to know your media assets

Brands and agencies are highly unlikely to book a media asset without detailed knowledge and key facts related to it. In order to follow this rule, you have to collect all relevant data before attempting to market your media assets.

- Define target groups that would be relevant to a specific brand: What kinds of customers are visiting your mall?
- Be able to provide visitor frequency: How many daily visitors do you have?
- Provide detailed media information: How big are your promotional spaces and what additional utilities are you offering?
- Know price rates for your assets: How much can be charged for media assets?

An in-depth knowledge of your media assets is the starting point of successful mall marketing.

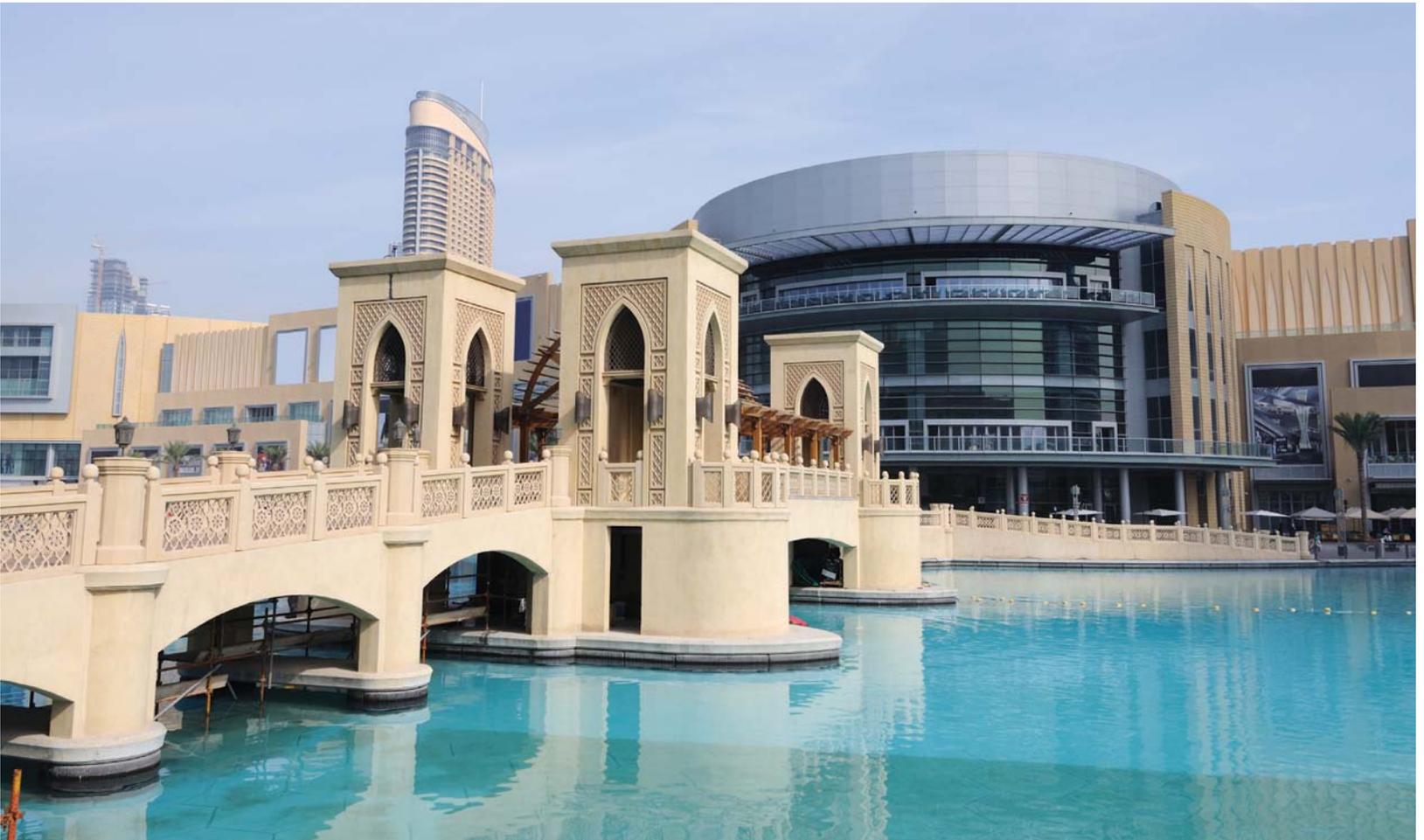
## 2. Digitise your media assets

The next step is to digitise all collected data with an integrated tool. Managing all available assets, such as promotional spaces, billboards or banners, will result in a structured overview of what you are able to offer. Digitising your media assets by use of a dedicated tool marks the second step.

## 3. Make your media assets visible and simple to book

To drive up sales in mall marketing, connect your offerings to a network of brands and agencies. First, you earn additional revenue by making your media assets more accessible to brands and agencies. Second, you gain even more revenue by making the process of booking easy for tenants and yourself.

Mall owners and managers should find ways to market and manage their promotional spaces digitally. Doing so can result in fast response times and a transparent overview on current bookings and provide an overall reporting on all marketing projects. ●



# GLOBAL REAL ESTATE PERSPECTIVE: AUGUST 2021

**J**LL, recently published a report analysing the global market dynamics of the real estate industry during the last quarter and the prospects for the rest of the year and beyond. The report titled, 'Global Real Estate Perspective' highlights the scale and scope of the commercial real estate capital markets recovery, which was predicted to broaden in Q2, 2021, with each region seeing a boost to activity.

The pandemic remains in very different stages around the world with some economies re-opening with high vaccination rates while others are reimposing tougher restrictions. This is all flowing through to a multi-speed recovery in occupier markets, although the logistics and living sectors continue to show high levels of resilience.

Signs of a tentative rebound in the global office market persisted in Q2 with leasing volumes up 44 per cent on a year ago, although

JLL's latest Global Real Estate Perspective looks at market dynamics during the last quarter and the prospects for the rest of the year and beyond.

they remain 36 per cent below Q2 2019. In Europe and the U.S. forward-looking indicators suggest a stronger second half to the year while performance in Asia Pacific is being heavily influenced by the management of COVID cases.

## Global Capital Flows: Key Points

- The scale and scope of the commercial real estate capital markets recovery continued to broaden in Q2 2021 with each

region seeing a boost to activity. Globally, transaction volumes<sup>1</sup> totaled US\$247 billion during the quarter, marking a 103 per cent increase on the trough a year ago and a 2 per cent increase from Q2 2019. Notably, the USA, Germany, the UK, China and Australia all recorded robust growth.

- Travel restrictions continue to dampen intra-regional and interregional capital flows with cross-border investment representing 29 per cent of total volumes in Q2. Portfolio diversification remains a critical theme, benefitting countries with ample investable living, logistics and alternatives product, each of which has experienced moderated declines and quicker recoveries.

- With many segments of the market exhibiting operational resilience, allocations to the real estate sector are still intact and strengthening further. Additionally, an abundance of available debt is fuelling the



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