



Beyond Squarefeet Presents



Premium Boutique Mall



Snap Shot of Hyderabad City

Population

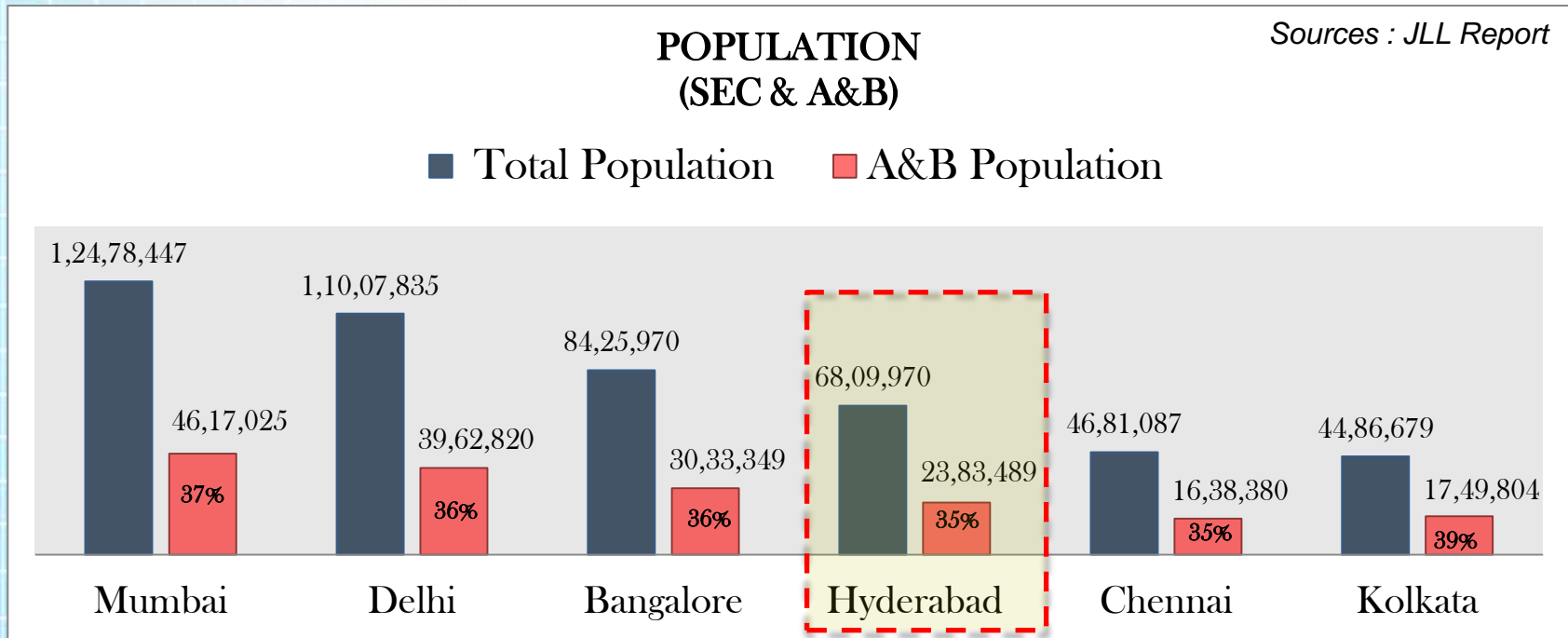
Particulars	Total	Male	Female
Total Population (2011 census)	6.8 Million	3.6 Mn	3.2 Mn
Literacy Rate	82%	85%	79%
Sex Ratio	955		
Children (0-6 years)	7.25 Million	3.7 Mn	3.5 Mn

Facts & Figures

Population Density (4 th Most Populous City in India)	18,480/sq.km.
Per Capita Income (2014-15)	Rs. 2,94,000/ annum
Area Ranking	3 rd largest city in India
Average Household Size (2011 census)	4.6

The literacy rate of Hyderabad is far better than the state literacy rate which stands at 66% and also better than the National literacy rate of 74%.

Surprisingly the sex ratio of the city is not at par with state sex ratio of 988. However it is better than National average of 940.



- As per Socio Economic Classification (SEC), more than 1/3rd of city's population comes in A&B category which denotes :
 - High consumerism in the city.
 - Favourable customer base for retail.
 - Growth in purchasing capacity of consumers.
 - Increased quality of standard of living.

- City's annual consumption (retail expenditure) is the fourth largest after Mumbai, Delhi and Bengaluru.
- Modern retail penetration in Hyderabad is a meagre 9%, the lowest among the top seven cities in the country. Hence, big opportunity for the growth of modern retail in the city.
- Emerged as a sought-after retail market in the last couple of years, with a number of national and international giants planning to set up stores in the city.





Mall Positioning & Snapshot

ATRIUM MALL is where consumers will come to explore the opportunity to enjoy a “**premium experience**” because of the mix of retailers and **convenience-oriented shopping** options in a place that feels like it’s the **hub of the community**.

*IT reflects the personality of the community and becomes not only the convenient “go-to” center, but also the “**place to be**”*

GLA- **2.5 Lakh Sqft.**

Retail - **Ground + 4.**

Parking - **3 Levels.**

Floor Plate - **30,000 Sqft.**

Multiplex- **850 seats (Sathyam
Cinemas)**



- A soon to be launched Mall spread over 2,50,000 Sq.ft. of GLA
- Positioned to cater to the **“Premier”** customers of its catchment.
- To be a **one stop destination** for about 4 lacs residential population and 3.5 lacs floating population.
- **Focuses on 4Fs** – Films, Food, Fashion &Fun.
- Aimed to cater to the **Youth & young families** of the **IT professionals** working in the immediate catchment.

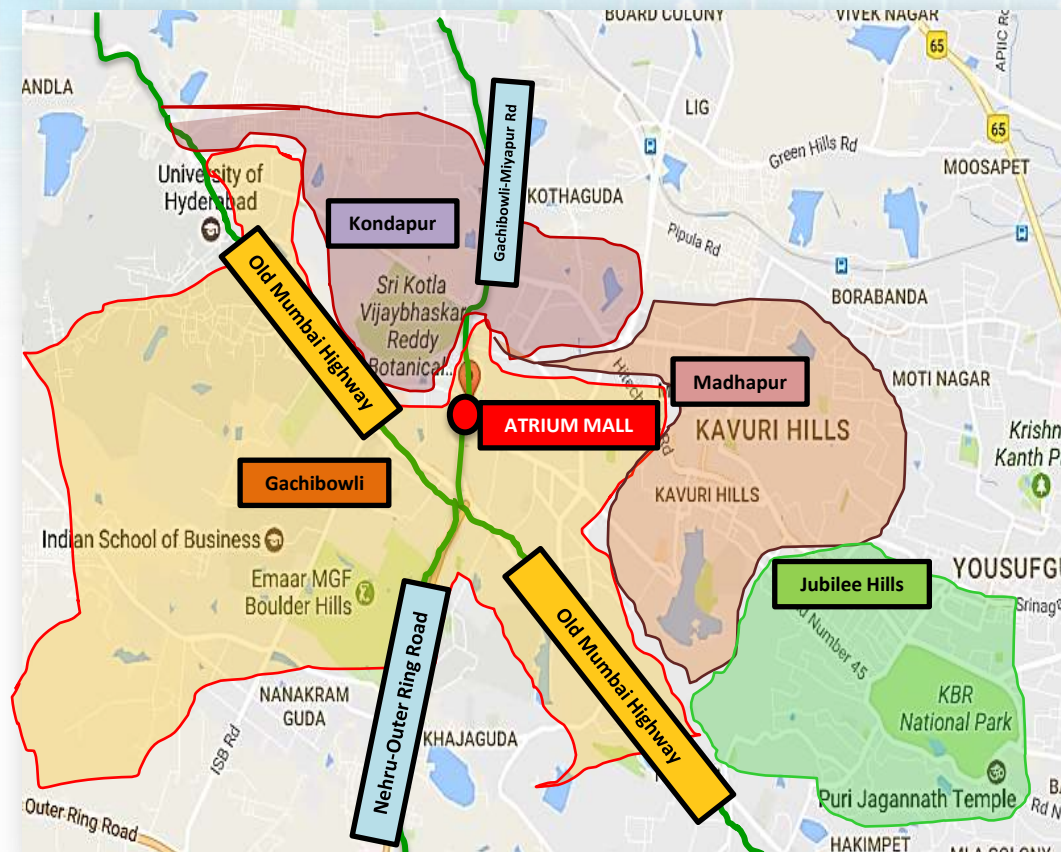
Mall Location & Catchment Analysis

- Located in Kondapur, parallel to Gachibowli-Miyapur Road.

- 100+ MNC's in the vicinity (5 kms)



- Sandwiched between developing suburbs like Gachbowli, Madhpur, Kothaguda, etc.



CATCHMENT ANALYSIS:

- a. Fastest growing suburb of Hyderabad (**Kondapur & Gachibowli**)
- b. Good connectivity & accessibility with robust physical & social infrastructure.
- c. Strategically located in dense cluster of **IT companies**.
- d. High density of **young population** and nuclear family.
- e. Surrounded by **70,000 residential units**.
- f. Surrounding has many **educational institutes** (University of Hyderabad, Indian School of Business, Engineering Staff College to name a few)

Primary Catchment	Prices of Residential Spaces (2-3 BHK)
(Distance) 0 to 5 kms (Driving Time) 5 to 15 mins	
Bamboos	7 Crores
Prestige Ivy	3 Crores
Diamond Hills	3 Crores
SMR Vinay Symphony	1 Crore
Aparna Residency	65 Lakhs
Ramky Towers	60 Lakhs
JV Colony	25 Lakhs
GPRA Quarters	20 Lakhs
Golden Habitat	20 Lakhs

☐ Average Rentals: (2-3 BHK)

- Kondapur: Rs. 60,000/month.
- Gachibowli: Rs. 20,000/month.

☐ Income Analysis:

- Based on property rates and average rentals, the income class of catchment can be classified into **middle to upper middle class**. i.e. Income between 10,00,000 to 15,00,000 per annum.



DLF Cyber City



Prestige Ivy



Ramky Towers



Hotel Novotel



SMR Vinay Symphony



Golden Habitat



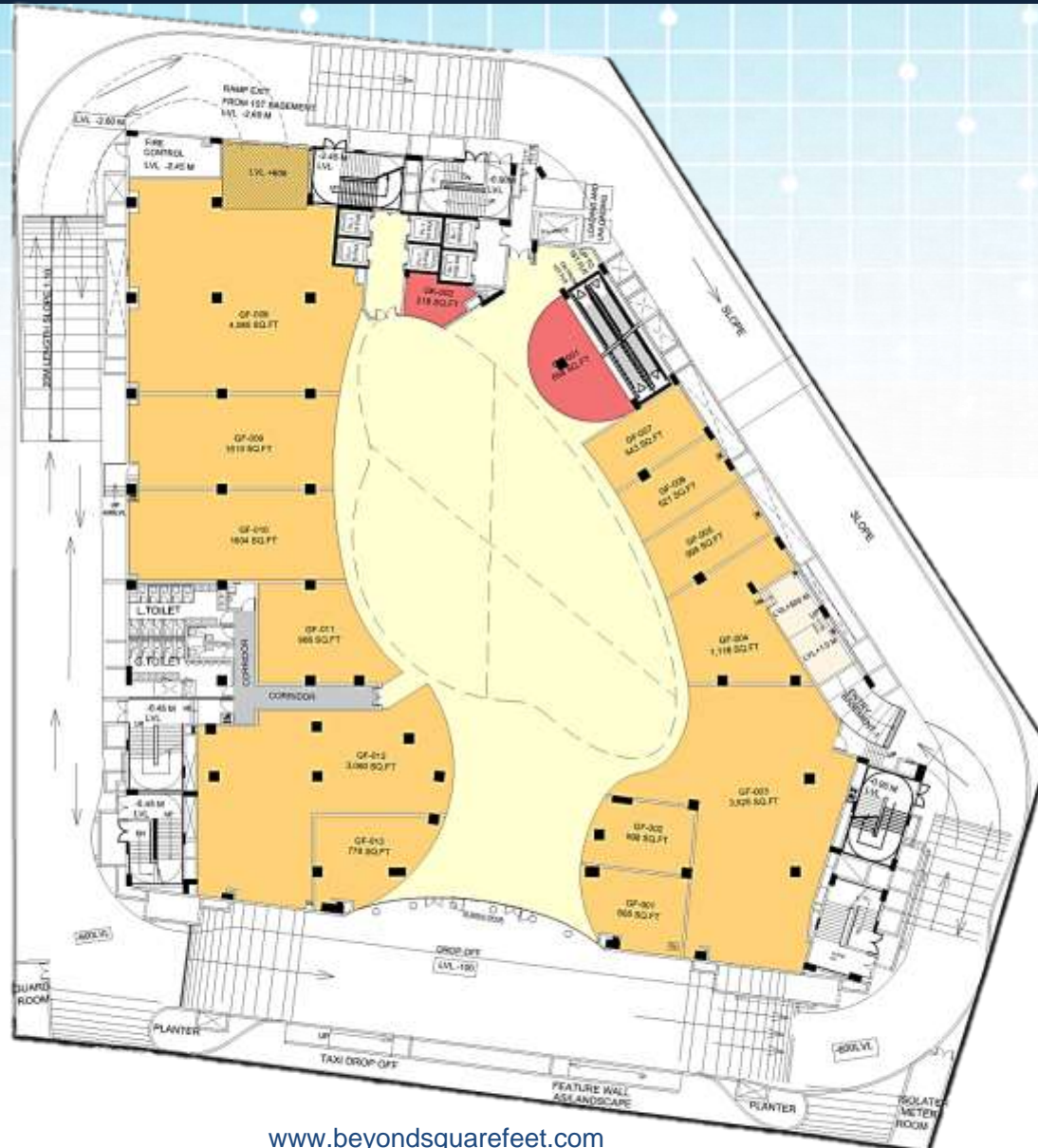
Mindspace IT Park

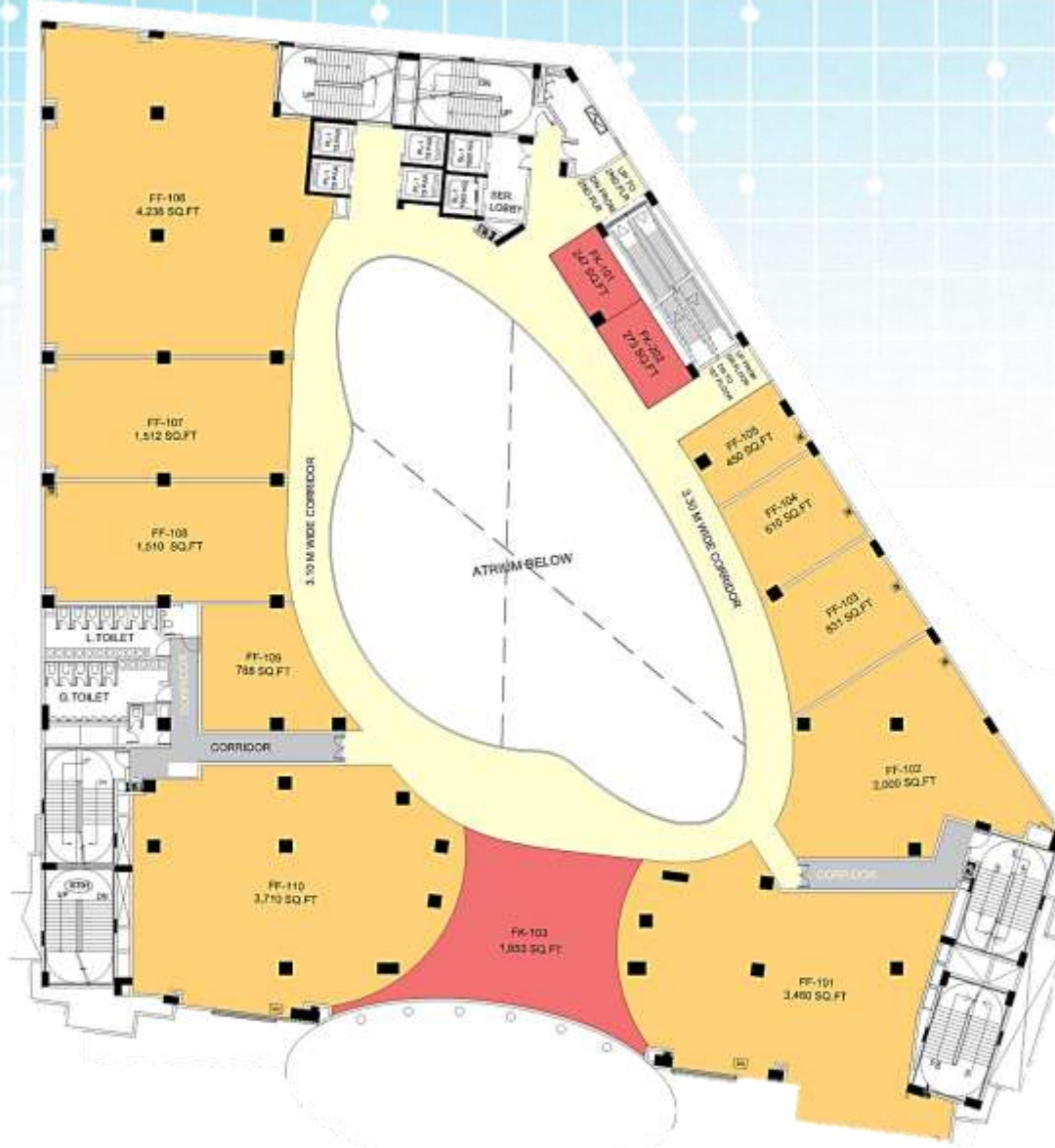


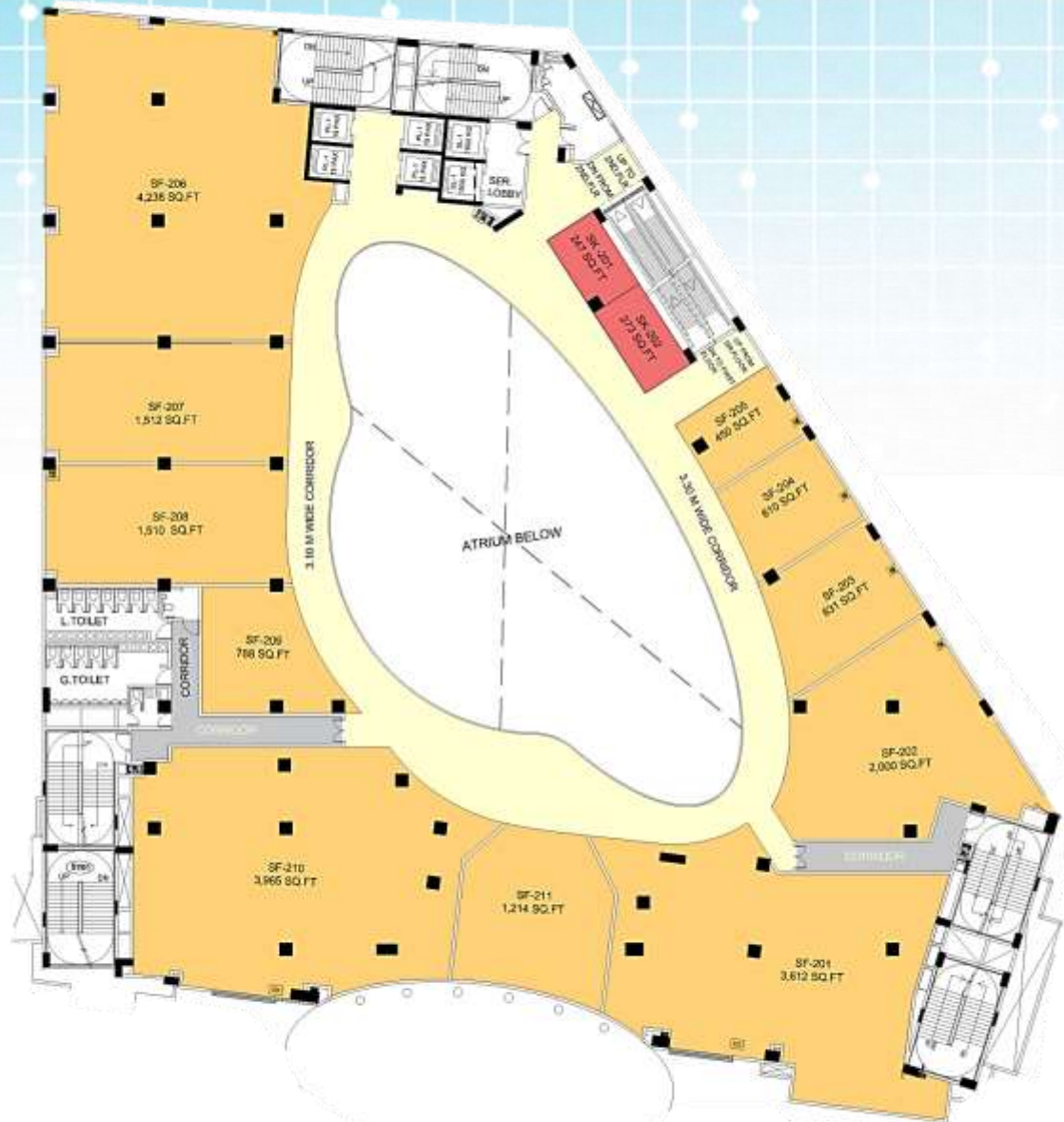
Bamboos

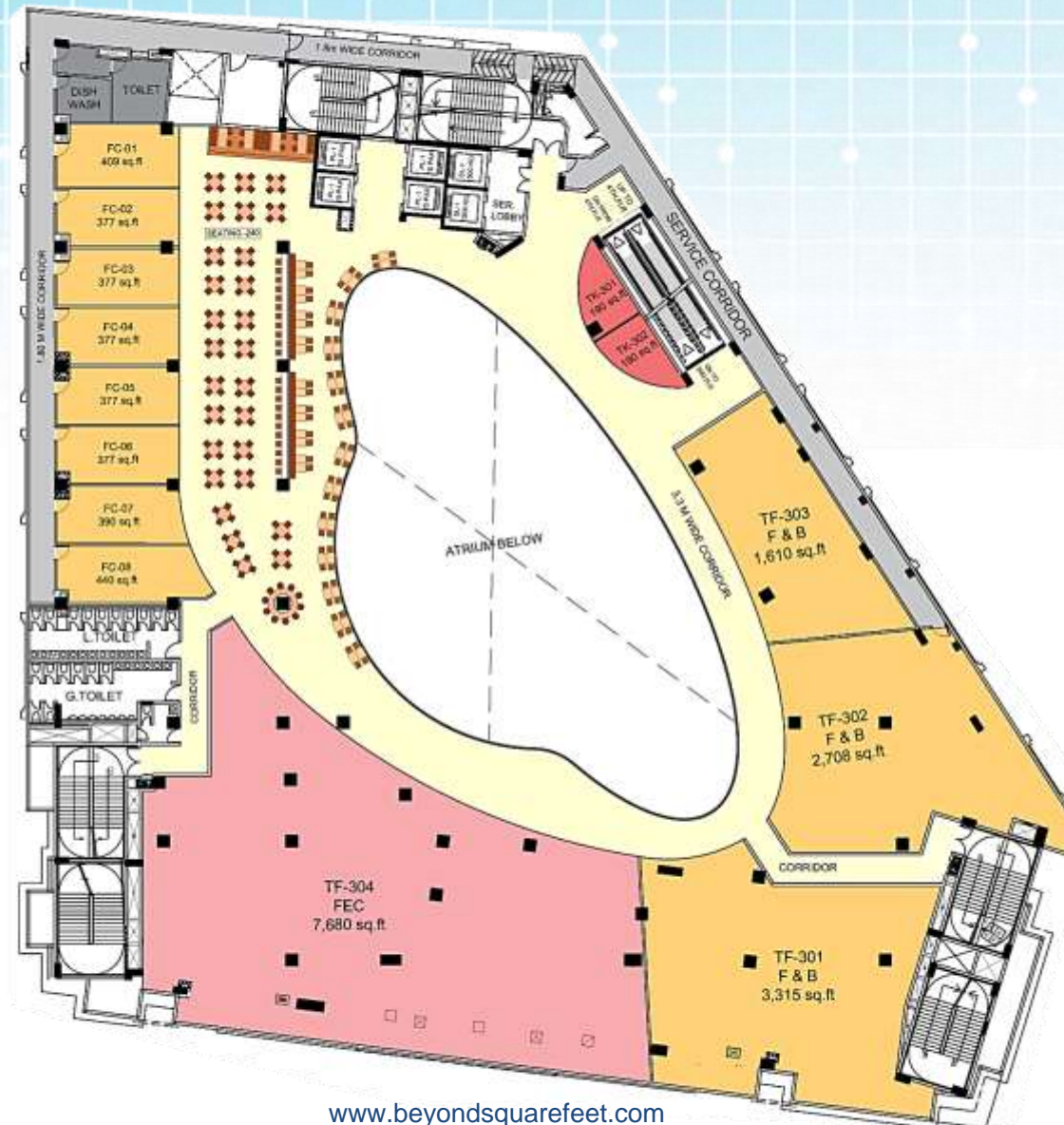


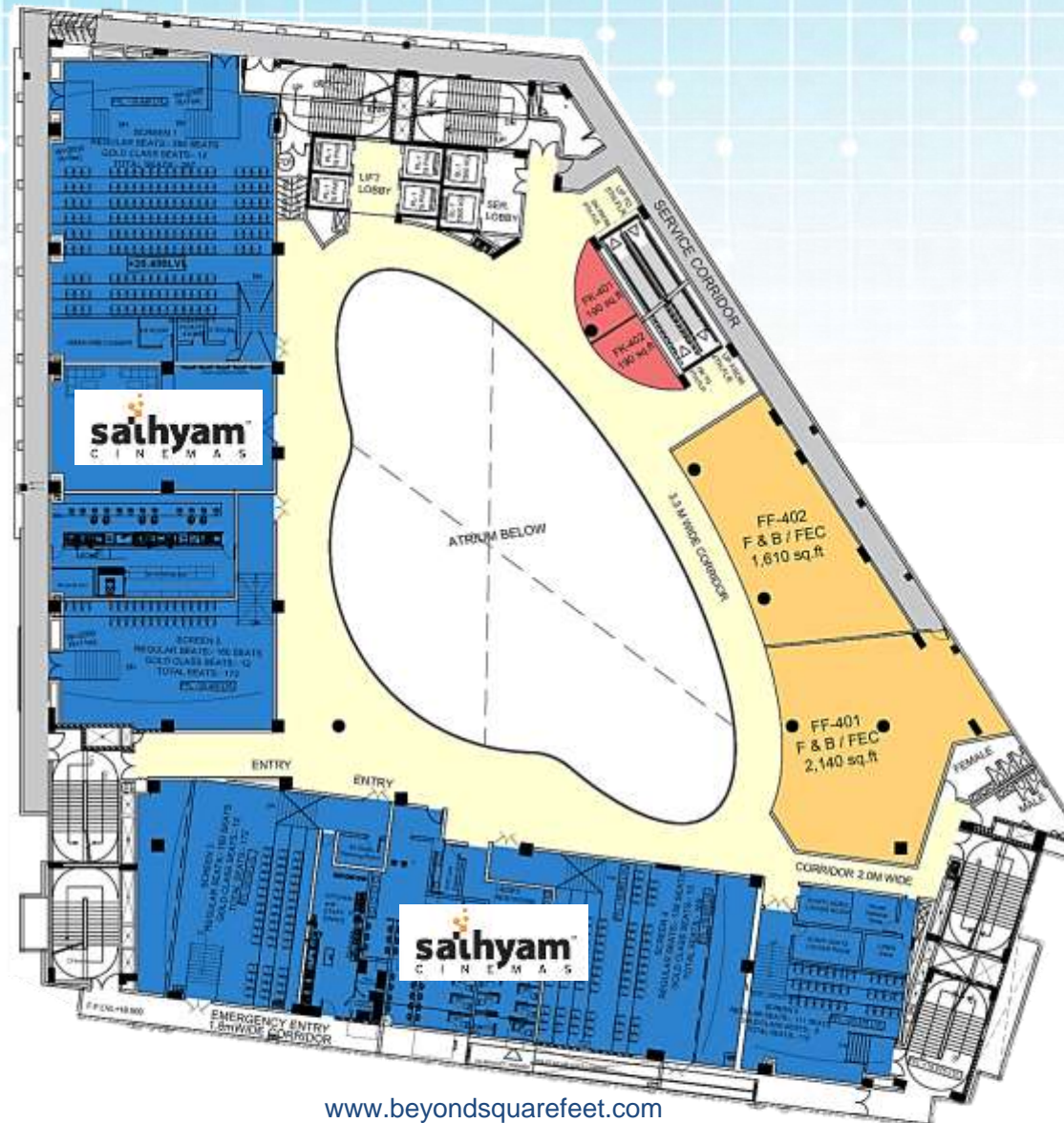
Floor Plans

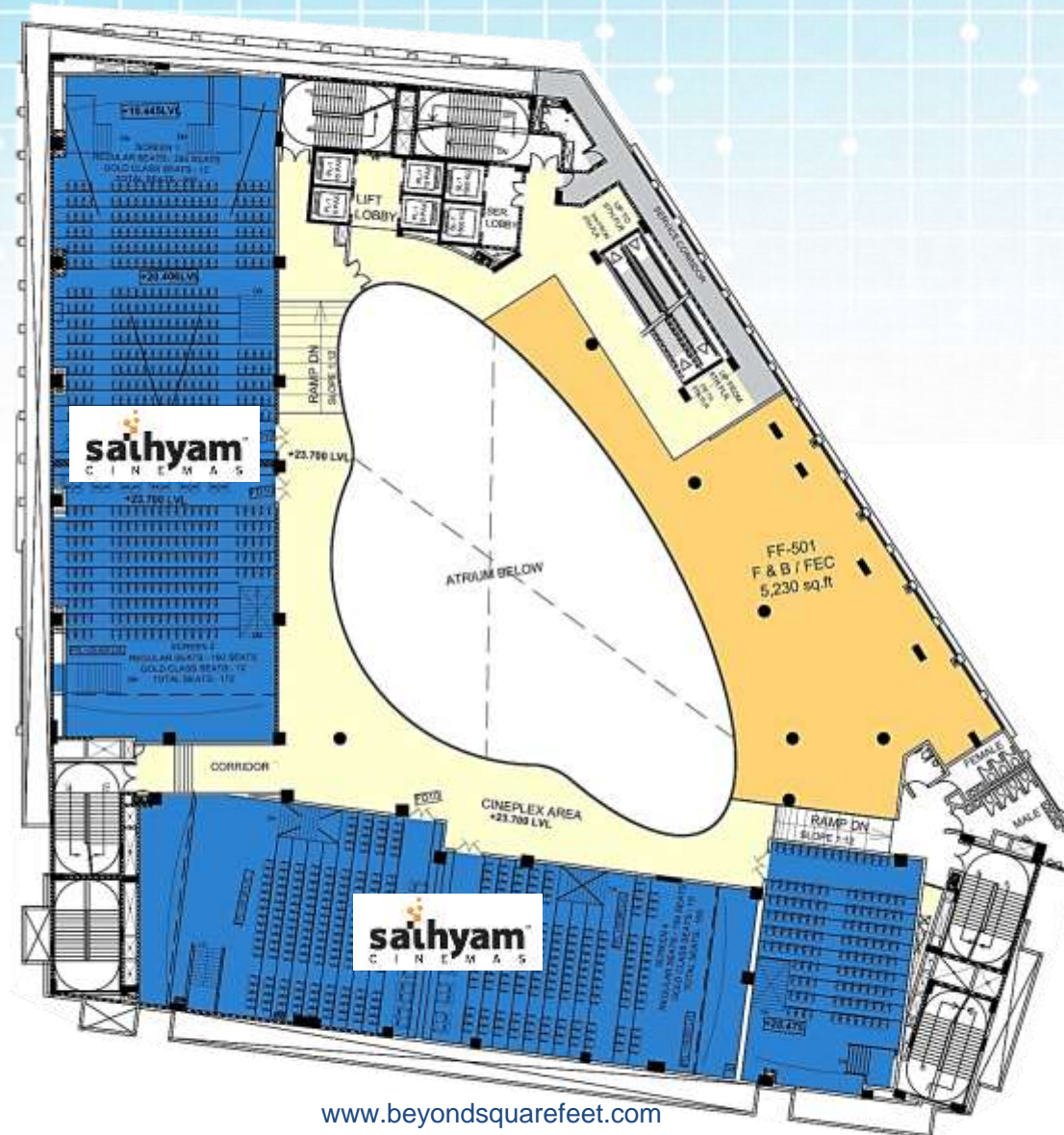


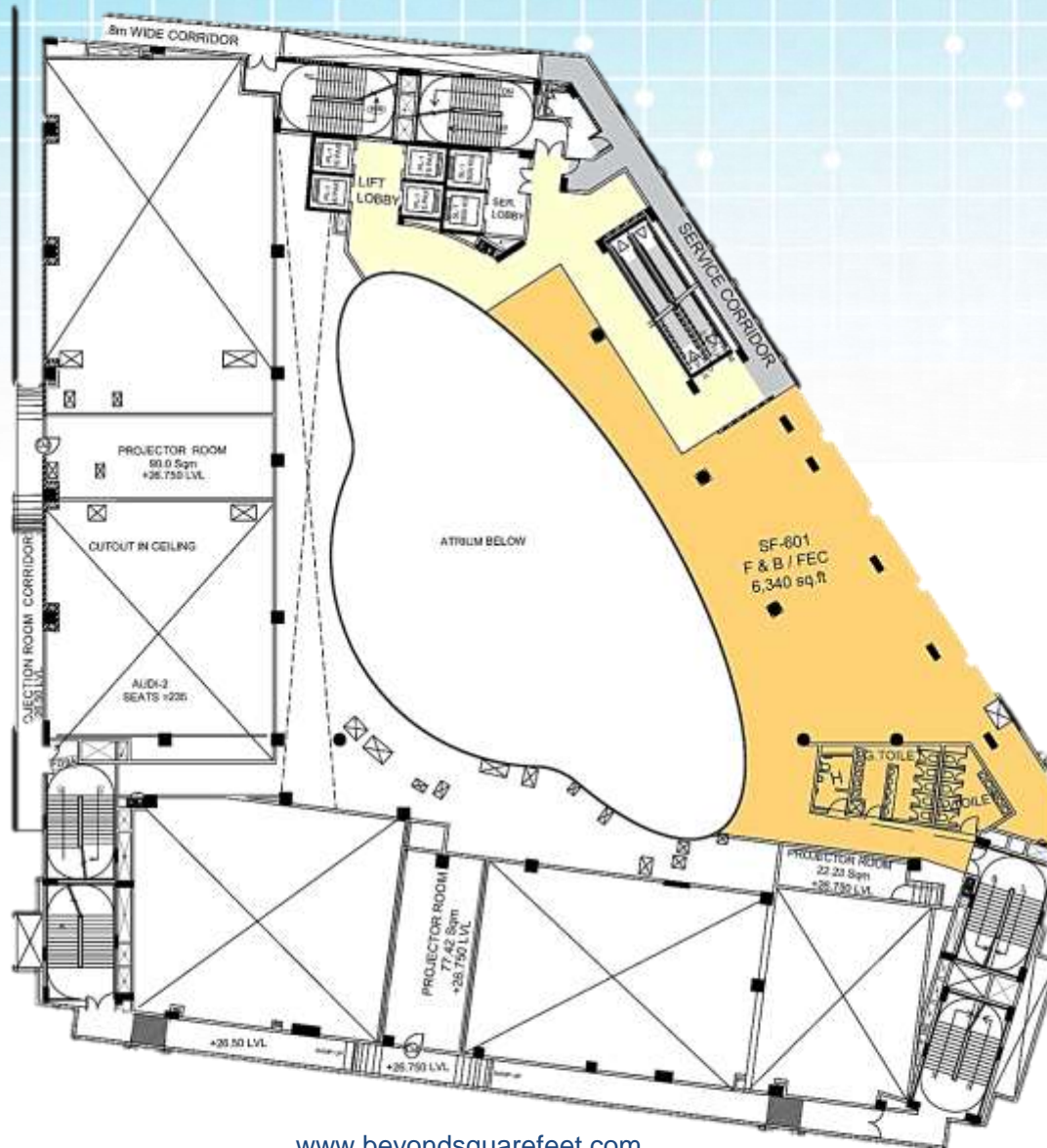












Alcazar

1st Luxury Mall
of Hyderabad



Vivira Mall - Chennai

1st Mall of OMR



Palm Island Mall- Jammu

Mall in Heart of City



Shopprix Mall – Meerut.

Largest Mall of Meerut



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Mall Mechanics By:

thank
you



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