

**RETAIL - OFFICES - ENTERTAINMENT - COMMUNITY** 







# MASTER PLAN

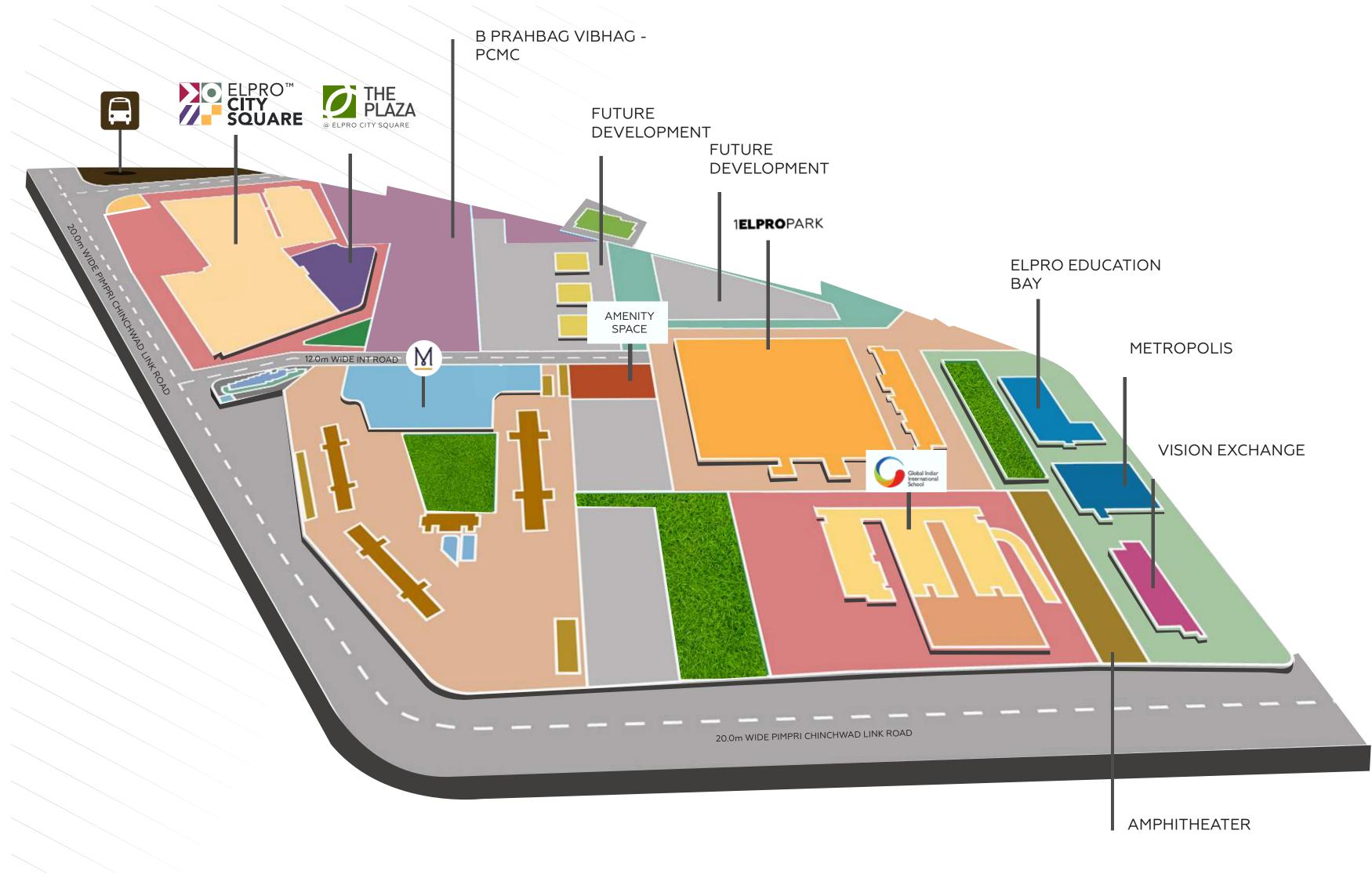






# KEY











Incorporated in July 1962 as a public limited company, in technical and financial collaboration with General Electric, USA. Diversified group with interest in real estate, manufacturing, education and investment activities.

Elpro embarked on a real estate initiative to develop 22 acres of land as part of the first phase of its development of 40 acres in Pimpri-Chinchwad Pune

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# **55 YEARS OF JOURNEY**

### **GLOBAL PARTNERS**



# **TENANTS**



















# CATCHMENT MAP

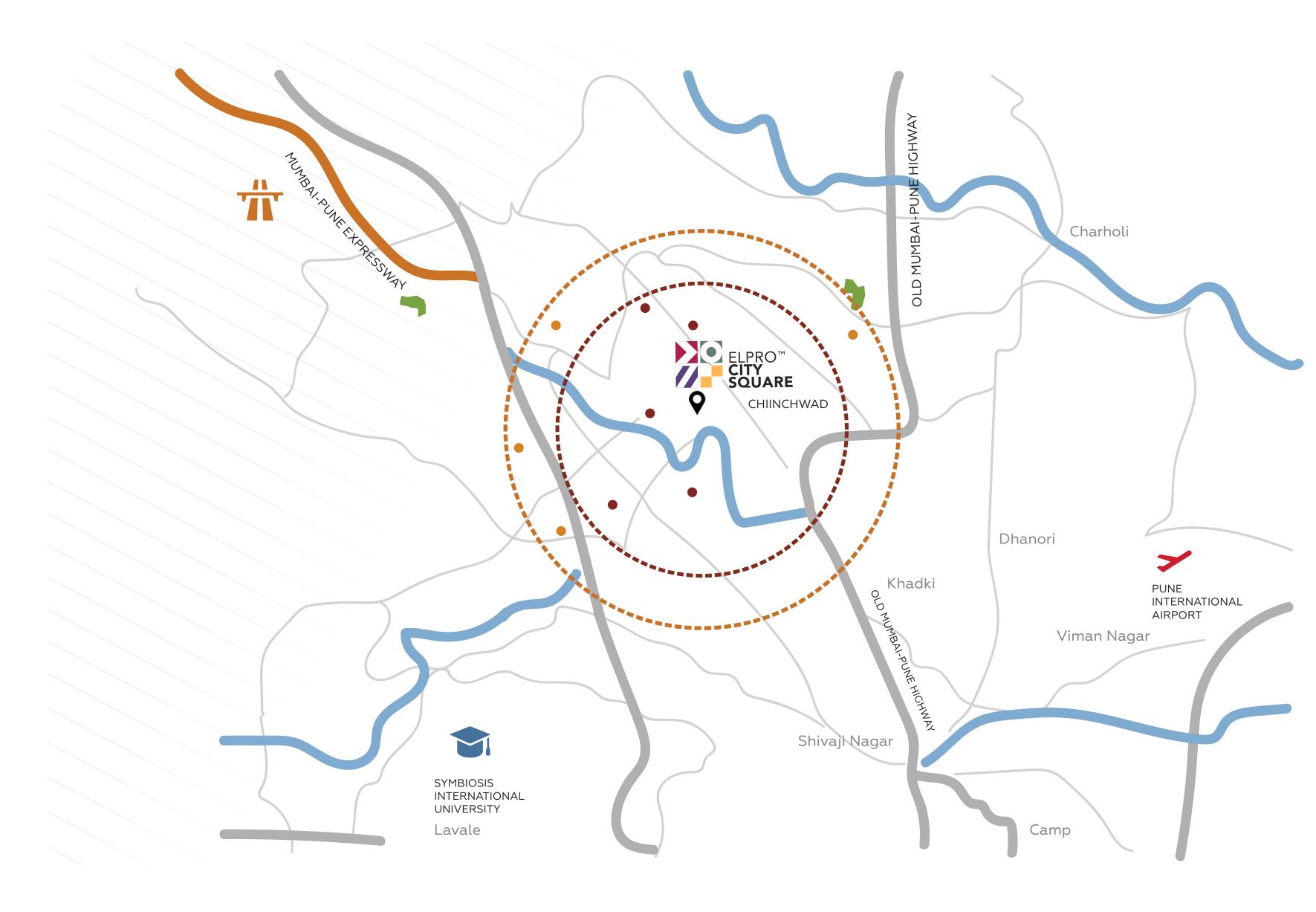
Primary Catchment -

- Hub for Automobile companies
- HNI Residents
- Universities & Schools
- Chinchwad
- Pimpri
- Akrudi
- Nigdi
- Thergaon
- Bhosari

Secondary Catchment Areas -

- Hub for IT & ITES
- Wakad
- Pimple Saudagar
- Hinjewadi
- Ravet

**Catchment Population** 2 Million







# CONNECTIVITY

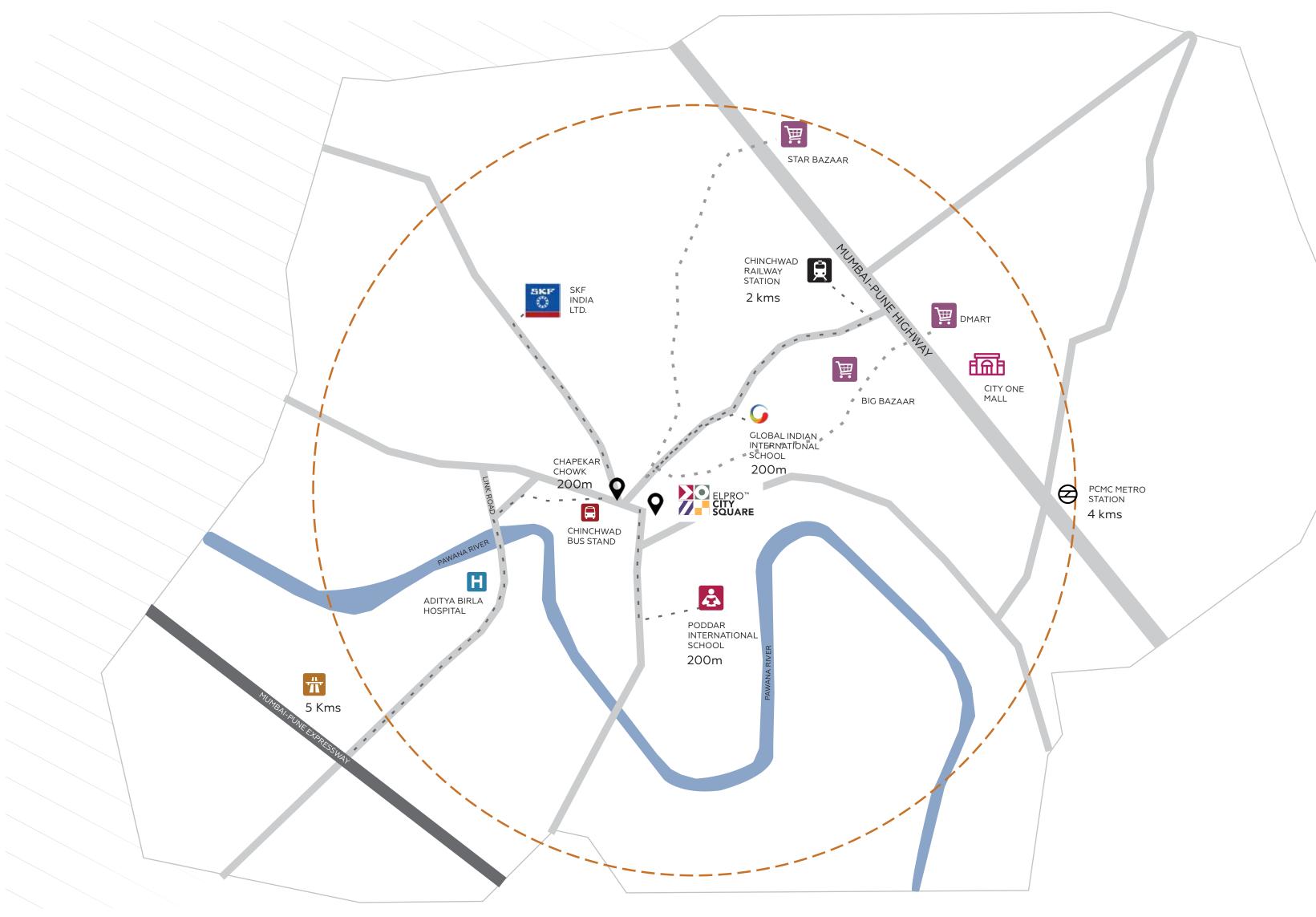
- Ť Well connected with Mumbai-Pune Expressway and Old Mumbai highway -5 kms & 3 kms respectively
- Chapekar Chowk -Ο Historical landmark of chinchwad is just 200 mts. away



Metro - Upcoming Metro station is just 4 kms.

Ä

Railway Station - Chinchwad railway station is just 2 kms









# DEMOGRAPHICS



# PROFILE

32-35 Years Nuclear Families 70% residents own 4 wheelers



# **EDUCATION**

Post Graduates Graduates

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# INCOME Avg. Income 100K+

# **OCCUPATION**

Self Employed Service Class







# ECS RENDERS



































# ELPRO™ CITY SQUARE







# Total Area -8,00,000 Sq. ft.

4 Floors + MLCP

Premium destination centre in 12 Km radius

Parking capacity of 1200+ cars and 2000 two wheelers







# Hypermarket, Premium Fashion, Inline retail, Multiplex, Food court & Game zone

17 Food court kitchens with 700+ seating

Food District- Fine dine & Destination restaurants

5 Screen Multiplex

Auditorium - 700 Seater

27,000 Sq.ft. of Plaza meant for kids entertainment, Food truck park, events & concerts









# THE DIFFERENTIATOR







# SPACES BUILT TO INTERACT WITH PEOPLE

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BOUNCE @ ELPRO CITY SQUARE



FOOD DISTRICT @ ELPRO CITY SQUARE



















FOOD TRUCK PARK

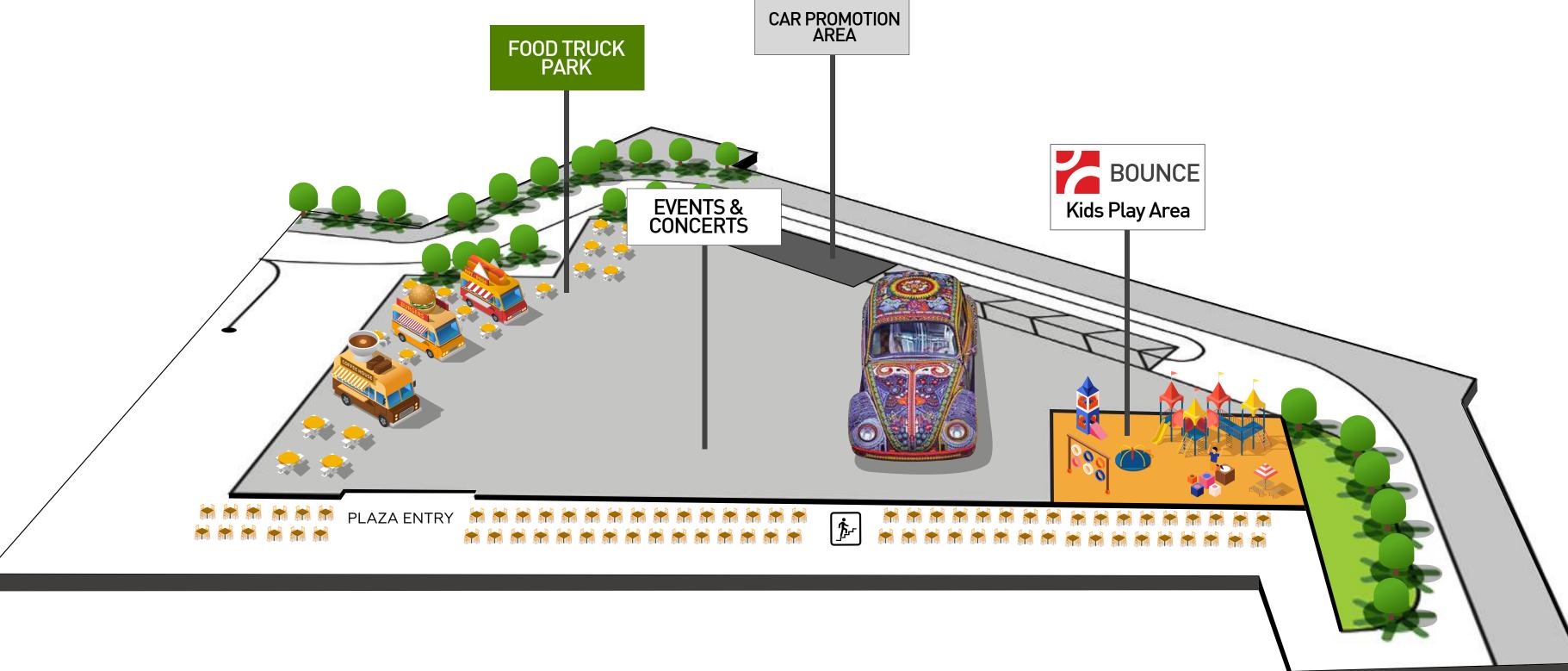


**EVENTS & CONCERTS** 



CAR PROMOTION AREA













17 FOOD COURT KITCHENS WITH 700+ SEATING

# KEY



STAIRS



ESCALATOR



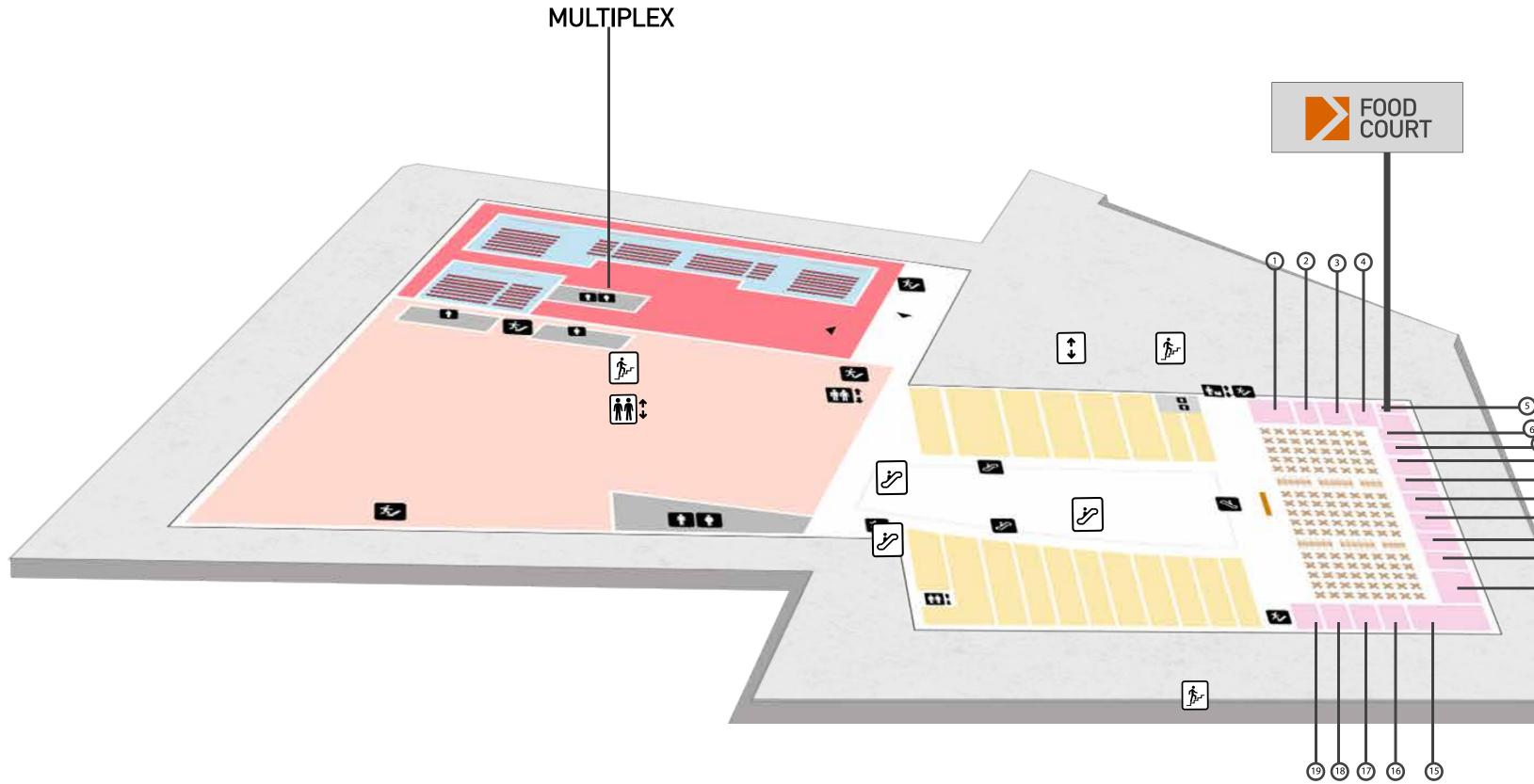
**RETAIL STORES** 

TOILETS



MULTIPLEX

FOOD COURT

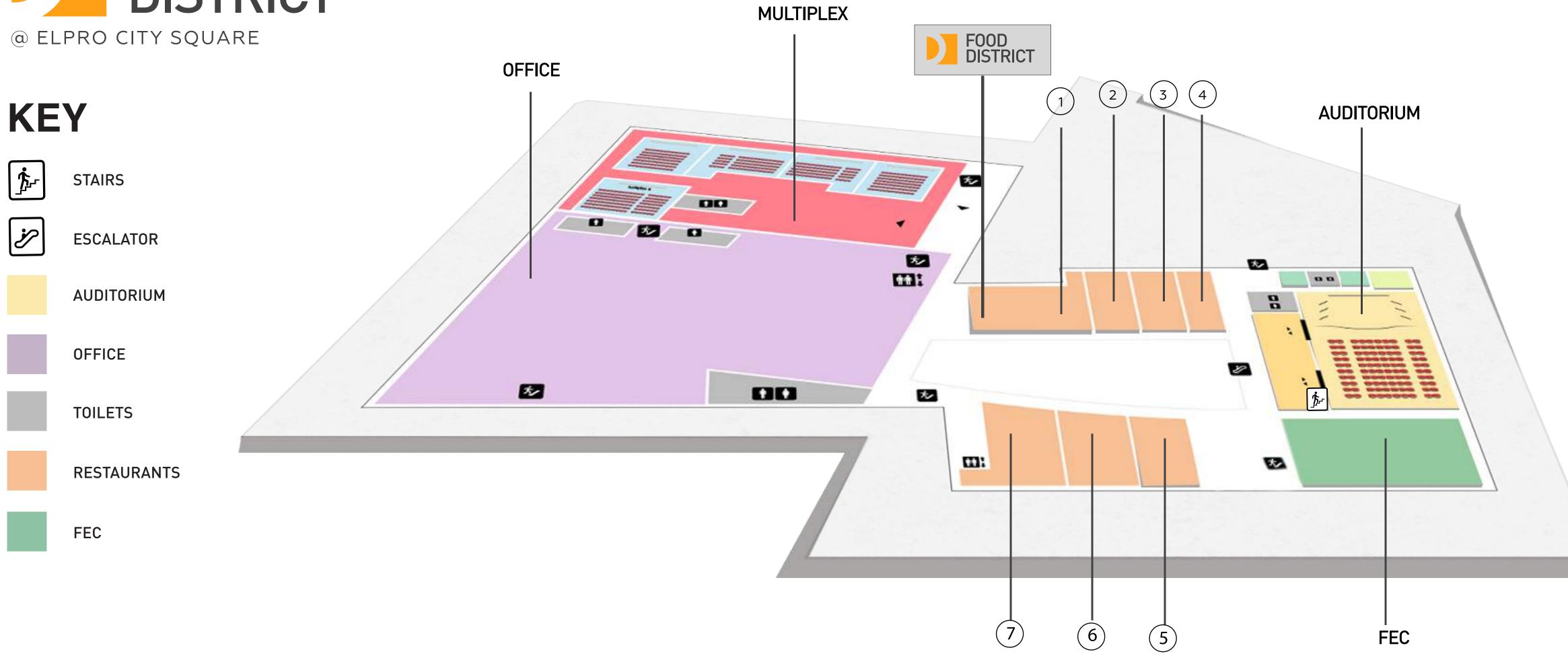




















# **RETAIL STACKING**







THIRD FLOOR

Food District Multiplex Auditorium Restaurants FEC



Food court Multiplex Women's casual/ethnic

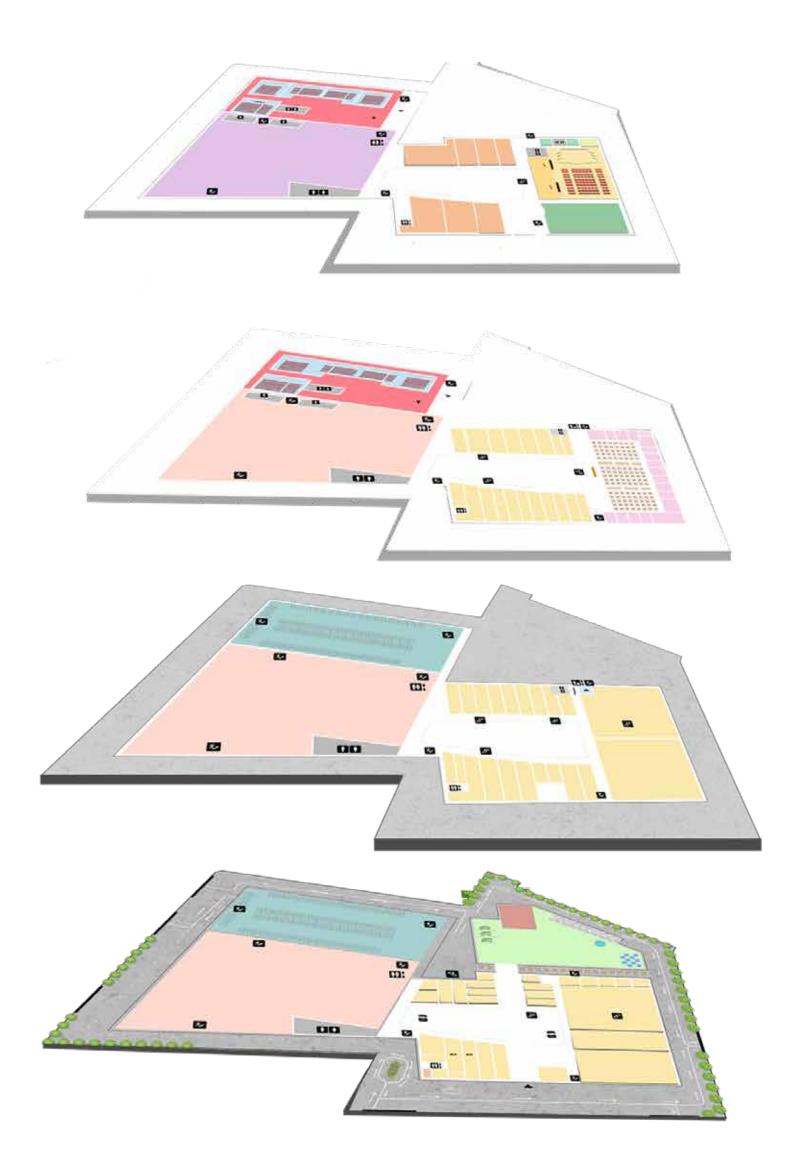
FIRST FLOOR

Anchor store Mini anchor store Mens formals/casuals Sports wear Footwear

GROUND FLOOR

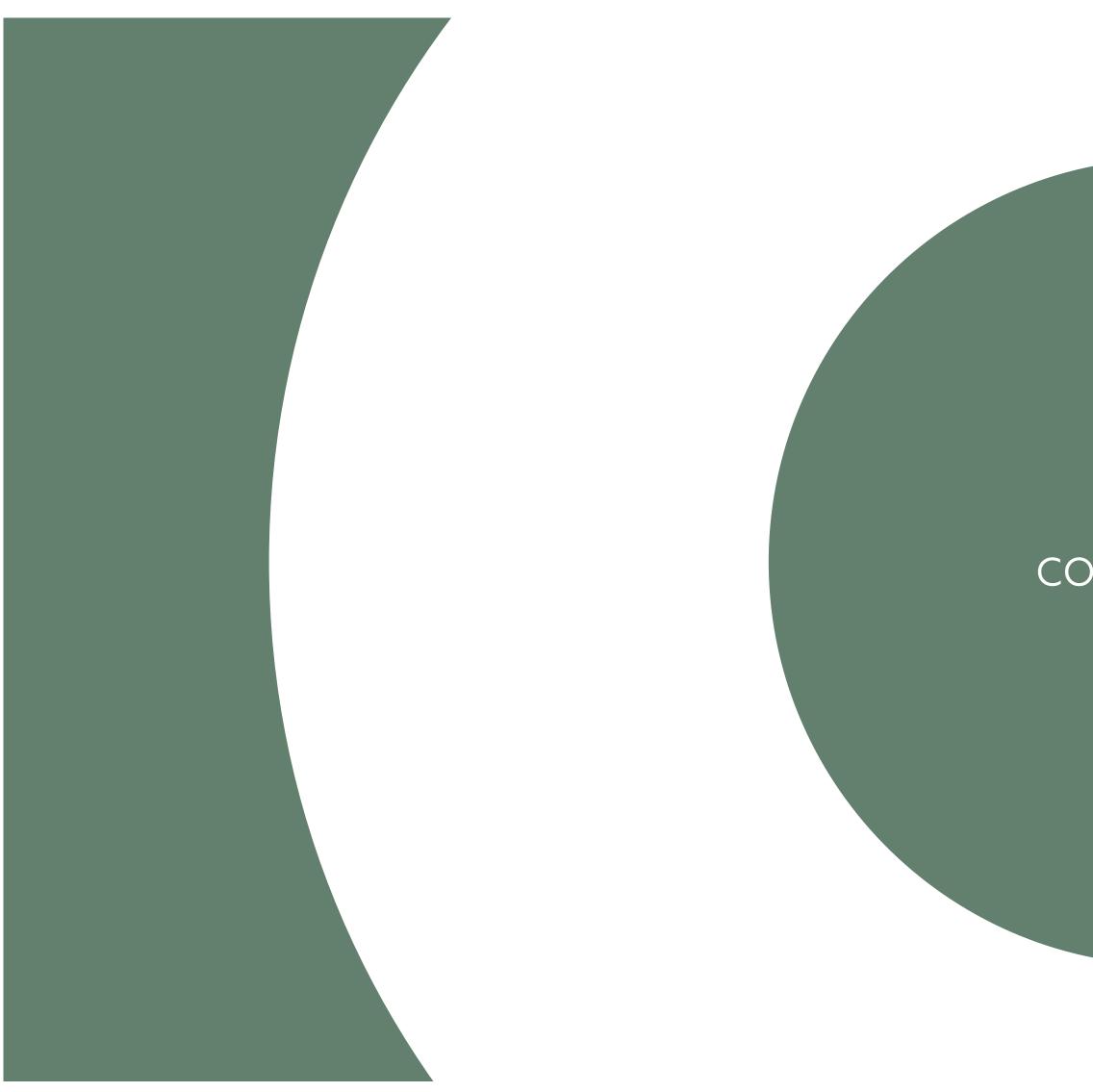
Hypermarket Anchor store Premium fashion unisex International Brand Food Truck Park

Events & Concert space Kids play area Outdoor FEC











COMMUNITY























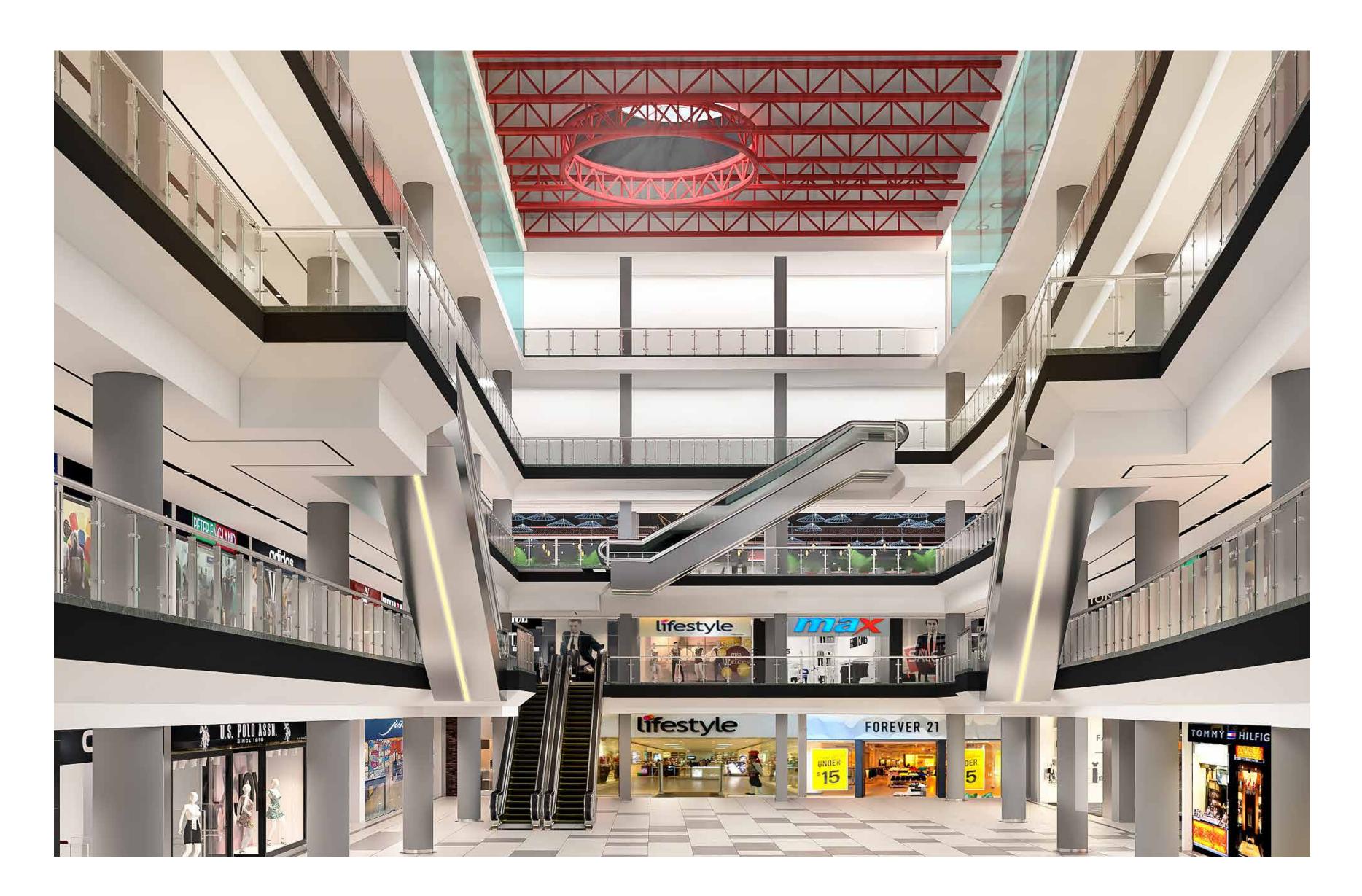
# ATRIUM

8000 sq. ft. indoor atrium

Pre installed hi-tech event infrastrcture

Pre installed infrastructure for RMU's and kiosks

Break out areas







# CIRCULATION

Multiple vehicle entry / exit

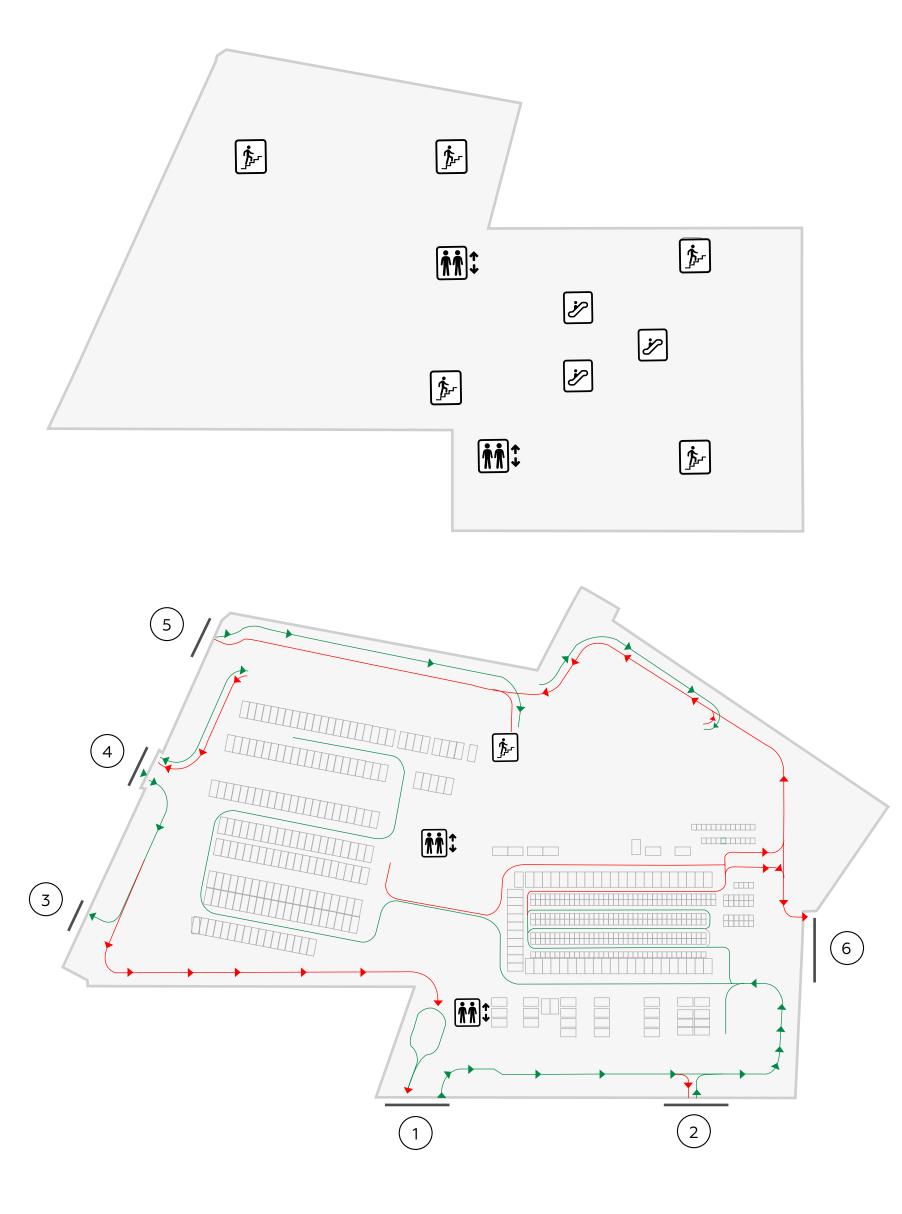
Escalator placement at strategic locations

Lifts placement at strategic locations

Parking movement designed for ease of customer

Multiplex entry / exit planned through food court

Circulation of customer designed to give each brand a good visibility and reach





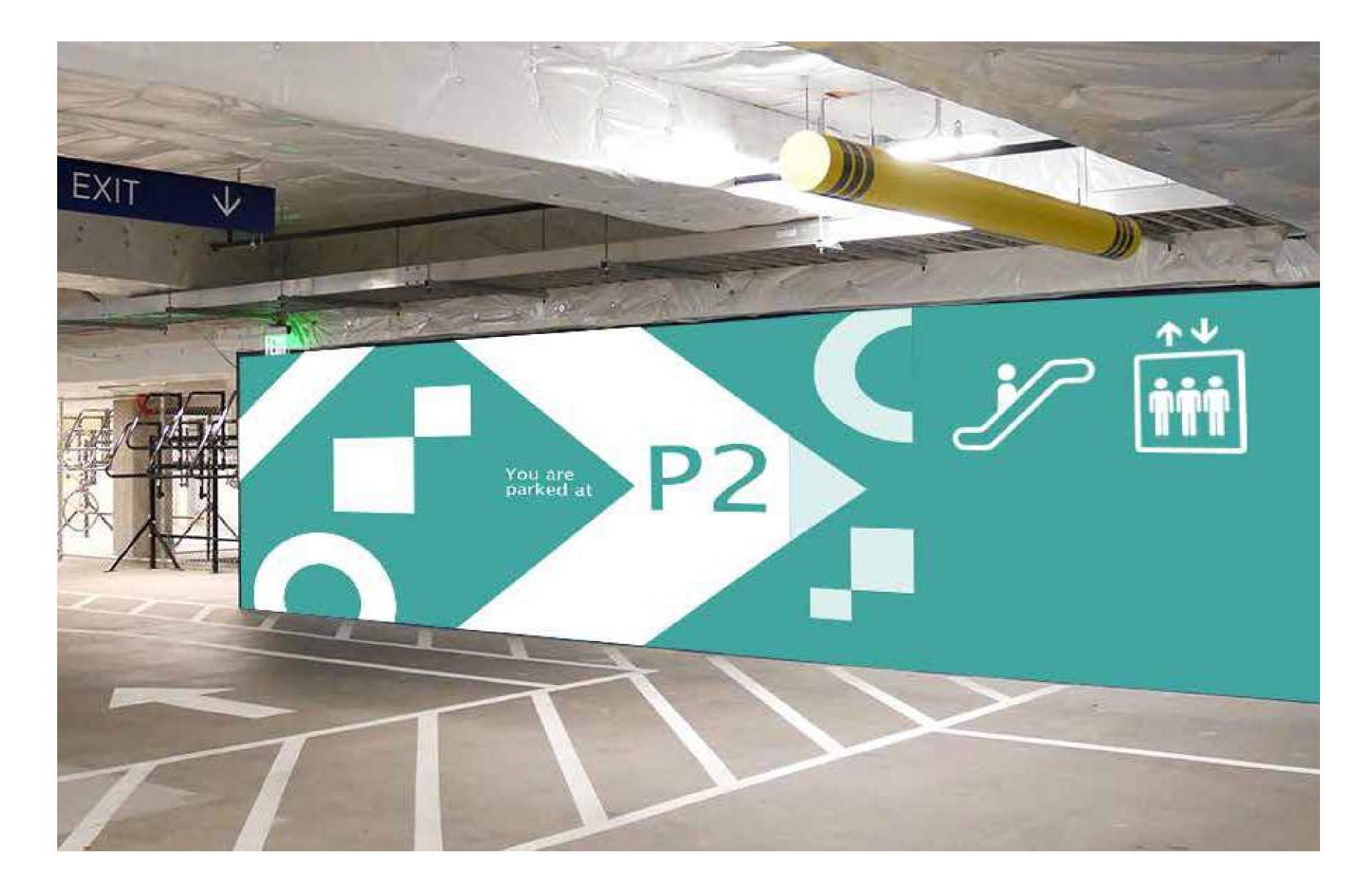


# PARKING

Basement – 800 Car park

G+1+2 multilevel car park – 400 Car park

2000 Two wheeler parking







# BUILDING MANAGEMENT SYSTEM

Energy Efficient HVAC

Tied Up With Kaer Singapore – World's Most Renowened Energy Efficient HVAC System

Integrated AV/PA

Intelligent Parking

CCTV Monitoring

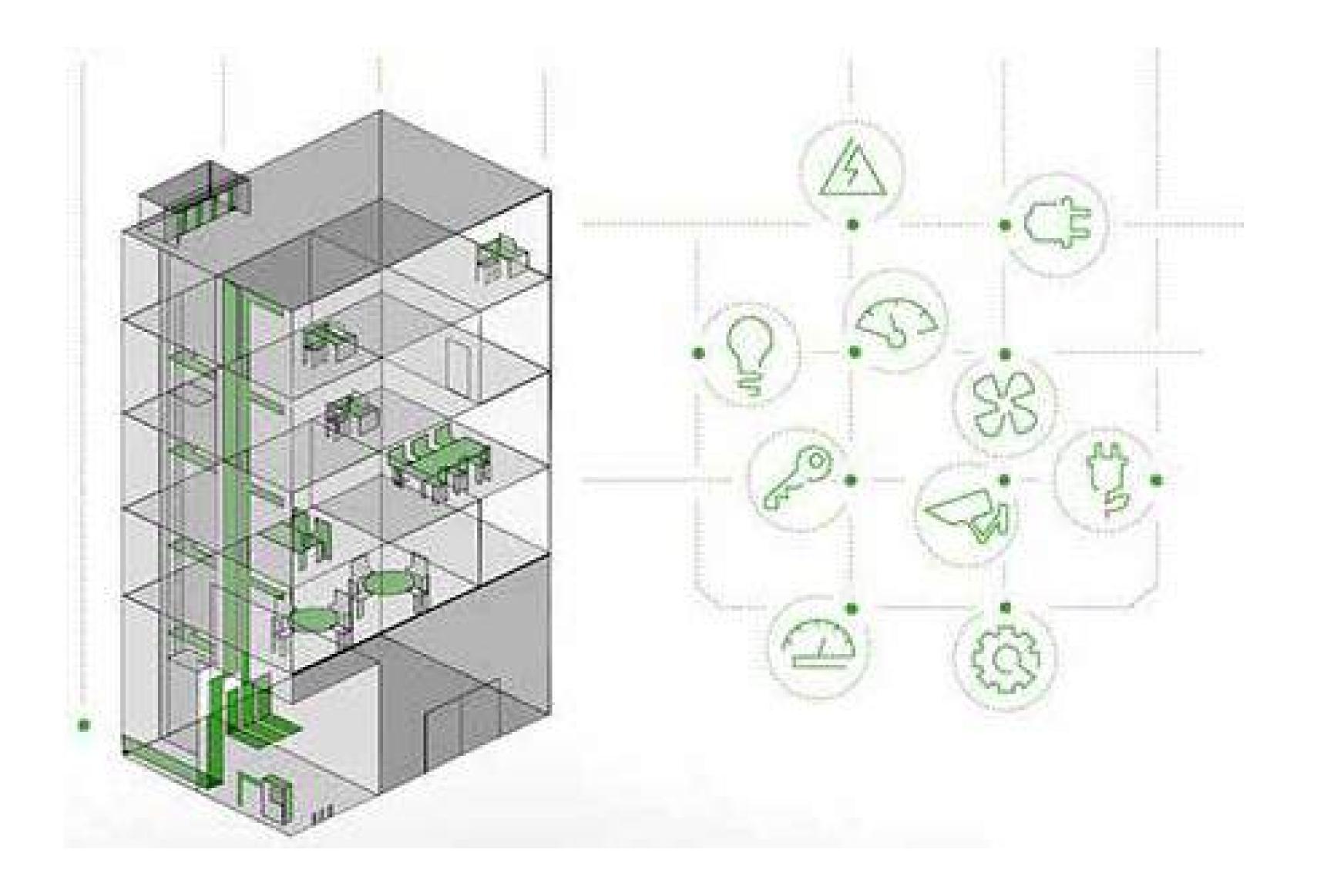
Intelligent Footfall System

Energy Efficient Lightning System

Fire Fighting System

Hydropneumatic Water Supply System

Rain Water Harvesting







# SERVICES



Baby room



Valet Parking



Baby Strollers



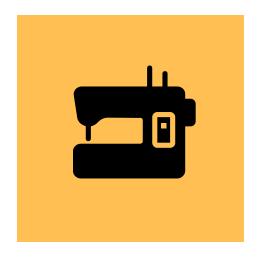
Wheel Chair



Personal Shopper



Free Wi-fi



Tailoring Room



First Aid



Handicap Toilet





# INTEGRATED MARKETING

Intelligent Parking

Capturing consumer geographic data at parking

Intelligent footfall counting system

Monitoring hourly footfall & trends

Interactive Floor Directories

Free Wi-fi to track customer's demographics & shopping behavior

Loyalty Program

Exclusive mall App











# THANK YOU



