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Driving The Great Indian Retail Boom In The Heart Of India

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Marketing office (Bhopal)

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The layout plan, building plan and specifications of buildings are tentative and subject to variation/deletion as deemed appropriate by the company or as directed by any competent authority. All dimensions are rounded off and marginal variations may occur in the process of construction as per the architect's advice. This is an artist's rendition and may undergo modification.





Welcome to The Great India Place Bhopal

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Unitech, India's leading real estate company, and the Collage Group, a diversified conglomerate, have come together to launch The Great India Place – a 7,00,000 sq. ft. integrated retail, entertainment and leisure complex on Kolar Road in Bhopal.

The Great India Place is positioned as an all-under-one-roof retail and entertainment destination. It caters to the needs of the entire family and offers a combination of value, fashion, lifestyle, and entertainment options at multiple price points targeting the middle income consuming classes.

Leading international and national lifestyle brands, food from around the world, a large world class indoor family entertainment centre with the latest rides, bowling alley, gaming machines and a six-screen multiplex combined with intelligently designed spaces will help choreograph unmatched shopping experiences for the entire family.

At The Great India Place, we believe that memorable shopping experiences build a successful and exciting business model that guarantees ROI for both our retailers and investors.





Boomtown Bhopal

Bhopal is one of the best kept retail secrets in the heart of India. A large and growing population expected to touch 2.2 million by 2011 makes it an attractive destination for retail marketers.

Bhopal is an important economical, political, industrial and educational destination. Consumers in Bhopal are educated, affluent and aware of the latest trends in shopping and entertainment.

Like their counterparts in other parts of the country they too aspire to a better lifestyle.

Organised Retail Absorption Capacity	
Market Size 2014 (Rs. Crores)	4000
Modern Trade Contribution in 2014*	50%
Mall Space Contribution to Modern Trade**	80%
Mall Space Productivity (SPSF in Rs.)	8000
Mall Space Required (Million Sq. ft.)	5

Source : Technopak BOK & Analysis

*Across the country by 2014, the contribution of modern retailing in urban markets will be 40%
**The non-mall organised retail space to be added in the city by 2014 will be less, at around 15 - 20% of total space added

A landscape of opportunities

Bhopal with a population of around 2 million people today, is ranked 20th in Market Potential Value according to the RK Swamy BBDO Guide to Market Planning.

A large middle class, with 47% of the population being salaried individuals, adds up to a sizable "Prime Consuming Class" which drives the retail consumption.

A very large 42% of Bhopal's population is under the age of 29.

These youngsters are eager to adopt and experiment with the latest trends in retail, entertainment and lifestyle options.

The city has seen many new markets and entertainment options emerging to cater this young and growing consumer segment.



Understanding The Great Indian Consumer



Inside your consumer's mind

The fact is consumers are looking for more than just products and brands. They are looking for an experience that adds value to every purchase, and hence needs to appeal to their emotions, aesthetics, and natural human instincts.

We take great pride in the way we design our malls, because we understand shoppers and their shopping behavior and create relevant spaces for different categories – like impulse purchases, daily needs, luxuries, dining and entertainment – and bring them all under one roof. Simply put, we take the monotony out of shopping, and make it a fun-filled experience for the entire family. This adds value not only to the consumer, but also to brands that invest in our spaces.

The Great India Place in Noida NCR received the prestigious ISCF (India Shopping Centre Forum) award for the best design of the year in 2008.

Market Size Estimation	
Population Growth Rate	5% per annum <small>Source: Bhopal Municipal Corporation</small>
Income Growth Rate-High Income Class	12% per annum <small>Assumption: 8% GDP + 4% Inflation</small>
Income Growth Rate-Middle Income Class	12% per annum <small>Assumption: 8% GDP + 4% Inflation</small>
Retail Expenditure	60% Of AHI <small>As per national norms</small>

Income Strata	AHI 2014	Zone I		Zone II		Zone III		Total Market Size (In Rs. Crores) 2014
		HH Population 2014	Market (Rs. Crores) 2014	HH Population 2014	Market Size (Rs. Crores) 2014	HH Population 2014	Market Size (Rs. Crores) 2014	
High	798006	807	39	26679	1277	8624	413	1729
Middle	212225	3228	41	74108	944	28748	366	1351
Total	367285	4035	80	100787	2221	37372	779	3080

*Assuming 60% of income is spent on retail categories

Source: Technopak BOK & Analysis

The Great Indian Neighbourhood Concept



Among the new commercial, retail and residential areas emerging in the ever expanding city is Kolar Road. It not only links two important parts of the city, but is also emerging as the new hub of residential complexes in the city. Kolar Road holds tremendous potential for shopping, dining and entertainment brands. It is easily accessible from all key locations in Bhopal.

My market, my pride and joy

There's nothing like having all you need to buy – from necessities to luxuries – close by at hand. And there's nothing better, if you can get all this in a world class, clean, air-conditioned environment.

The Great India Place brings the best of the world to the doorstep of people in its prime catchment area. Being the only such **all-under-one-roof retail and entertainment destination** located within a radius of 7 kilometers, The Great India Place is sure to win hearts and attract consumers like no other. It is designed to become a place of pride for local people.

The Great India Place is located on the Kolar Road at Bairagarh-Chichli, right next to a host of residential apartments, including Unihomes - a joint initiative of Unitech and the Collage Group



Residential Localities Near The Great India Place	
0.0 - 1.5 km	Sai Siddha Homes, Zee High, Uni Homes
1.5 - 2.5 km	Ansal Greens, Royal Bhagwan Estate, Aamra Vihar
2.5 - 3.5 km	C.I Heights, Danish Kunj, IBD Hallmark Citii, Fine Avenue, Fortune Housing, Sports Complex
3.5 - 4.5 km	Sarvadharam Colony, Vishal Mega Mart, Bima Kunj, Sagar Housings, Danish Hills Palace Orchid, C.I. Park View, Reliance Fresh
4.5 - 5.5 km	Kolar Bridge, Sagar Housings
5.5 - 10 km	Chunabhatti, Shahpura Lake, Manisha Market, Shahpura, Arera Colony, Charimli, Bittan Market

Market Size Calculation							
Income Strata	Market Share Targeted			Targeted Market Size (Rs. Crores)			Total Market Size (In Rs.Crores)
	Zone I	Zone II	Zone III	Zone I	Zone II	Zone III	
High	30%	20%	10%	12	255	41	308
Middle	30%	20%	10%	12	189	37	238
Total				24	444	78	546

We are targeting a market share of 10 -30% in the respective zones which gives a decent market size of Rs. 500 crores, that translate to around 6 - 7 lakh sq. ft. of mall size



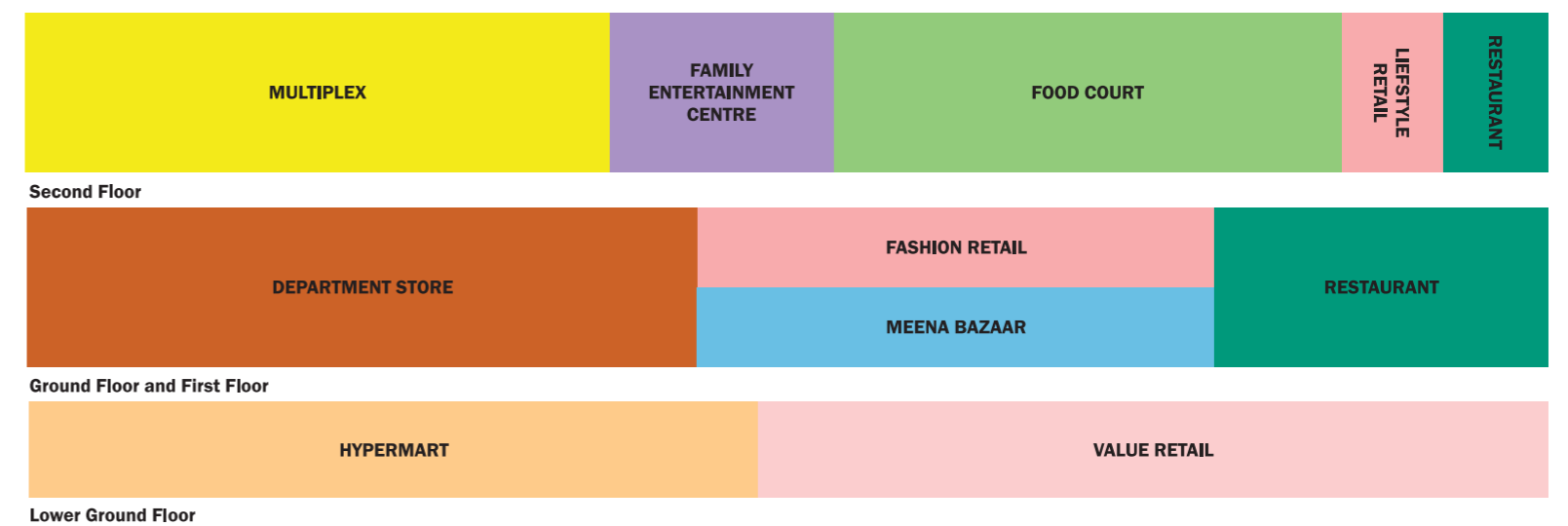
The Great Indian Shopping Experience



Experience versus Products

It is very clear, that consumers of today are not buying products, but are buying brands, and more importantly experiences. A product or service is just a commodity to consumers of today, unless it has a story to tell, an experience to take away, and memories to share.

The Great India Place is a mall designed to give the people of Bhopal this very experience they seek. More than opening our doors with some of the biggest national and international retail brands, we will indulge the people of Bhopal with interesting food from around the world, provide entertainment in the form of a world class multiplex, and also throw in some other surprising and fun elements that make every outing at The Great India Place, into a great experience.





A Feast for The Great Indian 'Foodie'

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An Appetite for Success

Indians love to eat, and food is a big reason for outings in India. Eating out helps families and friends hang out together and bond over a shared interest, and talk about life and other exciting things. In addition to this, food can make otherwise normal shopping trips, like for daily needs, into a fun outing.

The Great India Place has 30,000 sq. ft. of space for a food court, and various other spaces for restaurants which can cater to different budgets and different palates of visitors to the mall.

And while food adds spice to shopping trips, the reverse also holds true when it comes to good food. The fact is people who come in for a meal at the mall, may plan to, or spontaneously end up doing some shopping as well!





The Great India Place, Noida



India's leading real-estate company

Established in 1972, Unitech today is one of India's leading real estate companies with more than 40 major ongoing projects and land reserves of nearly 14000 acres spread across the country.

Unitech is known for the quality it delivers and is the first real estate developer to attain ISO 9001:2000 certification in North India. The company is the recipient of the CW Architect and Builders Award 2008, for being one of India's Top Ten Builders. The Unitech brand is also well recognised in India and was conferred with the title of "Superbrand" by Superbrand India in October 2007.

Unitech partners with internationally acclaimed architects and design consultants including Callison Inc. (USA), FORREC (Canada) and Allen Berwick (UK) for its retail projects. Our consistent ability to provide both aesthetic and efficient designs has been recognized internationally and our retail projects have been awarded.

- The Great India Place in Noida has received the ISCF (Indian Shopping Centre Forum) award for the best design in the year 2008.
- Both the retail properties The Great India Place in Noida, and Metrowalk in Rohini, received the Cityscape awards "Seal of Distinction" in the year 2009 for real estate.
- Unitech has already delivered nearly 1.25 million sq. ft. of retail spaces and is additionally expected to deliver 1.4 million sq. ft. in the next five years.

Our Retail Foot Print





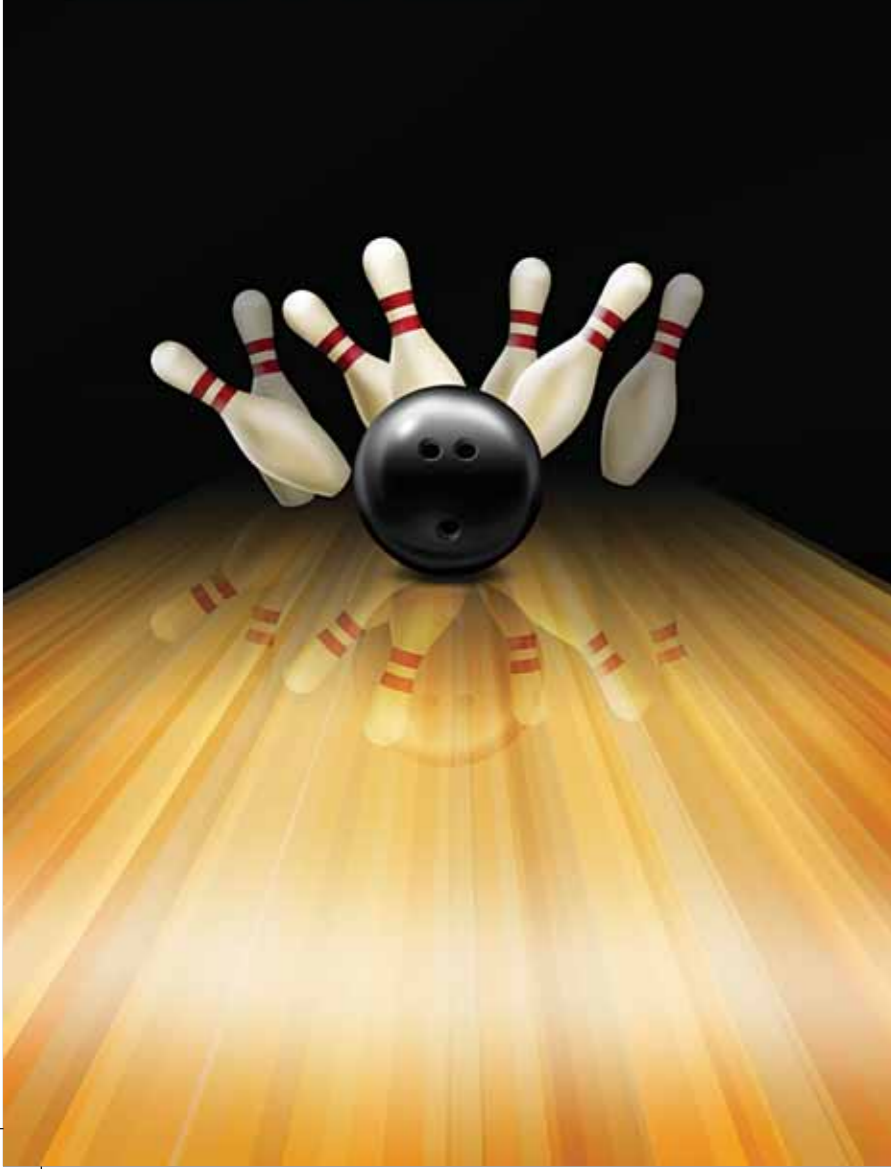
Entertainment and The Great Indian 'Outing'

Time-pass pays

Indians love to 'hang out' with family and friends – over food, doing shopping, or simply doing nothing but just chatting. Indians also love discovering and hanging out in new and interesting places. And they are constantly looking for reasons to go on an 'outing'.

The biggest driver of outings however, is entertainment – whether it is watching a movie with the family, going for some fun rides or playing games with friends.

The Great India Place is designed to accommodate a six-screen multiplex with a total of a 40,000 sq. ft. family entertainment centre with a bowling alley, gaming zone, indoor roller coaster, go carting, and many other fun activities.





The Great India Place, Noida



The Great India Place in Noida



About Great India Place

The Great India Place in Noida, is just one of the many successful malls from Unitech. Located in the heart of the Atta Market of Noida, Uttar Pradesh, The Great India Place at Noida caters to not just people of the region, but also attracts people from all over the National Capital Region of Delhi.

Part of 147 acres of mixed use development comprising entertainment, retail and hospitality, The Great India Place Noida has over 10 lakh square feet of GLA, and boasts of over 240 varied outlets.

With its large anchor stores, multi-brand retail options, high-street fashion brands, white goods and consumer electronics shops, varied dining options, and multiple entertainment places, The Great India Place in Noida is a constant hub of activity attracting people from all walks of life. And all of this adds up to annual footfalls of approximately 10 million, with the annual shopping billing being estimated at around US\$ 300 million.

The Great India Place in Noida is a testimony of our ability to build, promote and manage one of the most vibrant malls in the country. It is a testimony of our understanding and experience with the great Indian retail boom.

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adidas

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CTC PLAZA

JUMBO ELECTRONICS

pantaloon's
FRESH FASHION

SHOPPERS STOP

Samsonite
WORLDPROOF

WOODLAND
SHOES & APPARELS

Home CENTRE
BY lifestyle



Viva Collage, Jalandhar

People Make Spaces

The Collage Group founded in 1990 is a research and knowledge-based real estate firm specializing in retail real estate developments.

In the next 2-4 years the Collage Group will deliver 2.5 million sq.ft. of state-of-the-art retail real estate infrastructure around the cities of Bhopal, Jalandhar, Dehradun, Kanpur and Amritsar.

The Opportunity : What retailers and investors are really interested in is not in the structural aspects of the mall but in the business potential of the developer. More than experts who know how to construct, they need experts who understand what it takes to succeed in the rapidly changing retail business.

About Collage Group

We Believe : In the world of retail concepts, more than static concrete structures, it is ultimately the volume and velocity of the flow of people, of merchandise, of energy and of money, which will be the key determinants and driving force for success.

What will Collage deliver

- Domain knowledge and expertise on customer's needs and motivations, shopping behaviour, traffic flows, zoning, adjacency and tenant mix planning .
- Product innovations that can woo shoppers and create a sustained flow of people and conversations.
- Service value additions. Next generation of facilities management that delivers a positive and superior environment for shoppers to be in.
- Marketing disruptions that drive footfalls, repeat visits and multi-outlet spends.
- Being a co-creator and an architect of experiences that people want to keep coming back to.

Retail and More : The Group is setting up group housing in collaboration with Unitech on Kolar Road in Bhopal under the Uni homes brand. It is also partnering Unitech in a mixed use development in Dehradun, including housing, commercial office space, and retail real estate, on a 20 acre plot of Shastra Dhara Road. Other projects include a premium group housing project in Amritsar, targeted at NRIs and retail developments in Kanpur.

The Collage Group works with internationally acclaimed architects like RSP from Malaysia, Zachary Designs from UK, and many others.

Beyond Real Estate

A premium conglomerate, the Collage Group also has interests in Sports Management, and International Trading Services.

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Our Associates

Adding to the strength of the Group is its team of associates – RSP Akitek, one of the oldest and most established architectural practices in the Asian region founded in 1956. Technopak Advisors, India's leading retail consultant, and Digital5 Strategic Communications – professional agencies in the areas of retail, architecture, and advertising respectively. Their insights and strategic inputs facilitate the Group's goal of becoming a significant player in the retail mall business.



Collage Windsor Apartments, Amritsar



City Centre, Govind Nagar, Kanpur



City Centre, Kidwai Nagar, Kanpur



Viva Collage, Jalandhar



Capturing The Heart of Punjab

Viva Collage is a world class retail, entertainment and leisure facility at Jalandhar in the heart of Punjab.

Within just a couple of months of its launch, Viva Collage Jalandhar has already captured the hearts and minds of consumers of the region, resulting in amazing footfalls and sales, which in turn have captured the hearts and minds of the brands that have invested in us!

