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**R.E.D**

**RETAIL ENTERTAINMENT DESTINATION**



**Gurgaon Property Bazaar - +91 9654953152**

# Promoter Profile

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## **Mr. Rakesh Babbar**

Mr. Rakesh Babbar joined the Board of IAL as Director before which he successfully ran his family business of electronics distribution. He was particularly successful in reviving Appu Ghar, Pragati Maiden, which received a footfall of 1.4 million in a year.

Having more than 15 years of experience in the field of theme parks, he is also the Managing Director of IRPPL and Director of UAPL. He has been instrumental in the success and development of Entertainment Destinations at Noida (GIP and Worlds of Wonder) and Rohini (Adventure Island) respectively. He has also been actively involved in the strategy and development of the amusement parks in Jaipur and Gurgaon.

## **Mr. Navjeet Singh Sobti**

Mr. N.S. Sobti is the main promoter of Almodz Group and under his leadership it has maintained its top ranking in private placement of debt in India for the last six years. He has been instrumental in setting up the Infrastructure Advisory Group and with his vision and expertise, Almondz is now providing infrastructure advisory to a number of projects, especially in the Road and Power sector.

## **Mr. Sanjeev Bewtra**

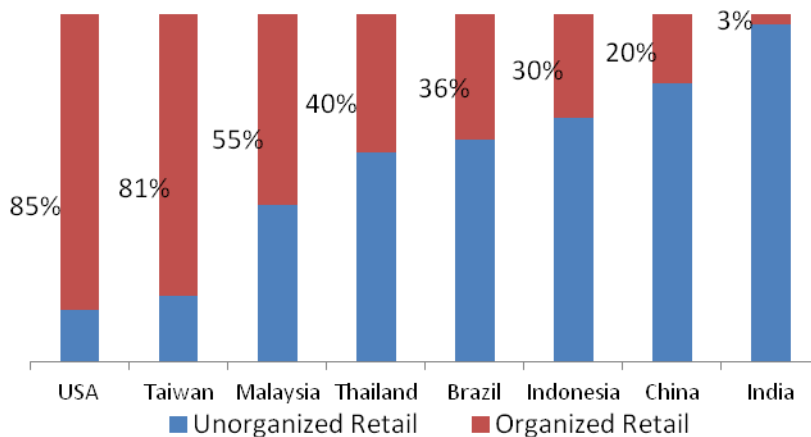
After a successful stint in the electronics industry, Mr. Bewtra became a part of IAL in the capacity of Director, in charge of Sales and Marketing of Appu Ghar, Pragati Maiden. Along with Mr. Babbar, he was also instrumental in reviving sales of the amusement park. He is currently a Director in EOD (Every Other Day) looking after the sales and operations.

# Indian Retail Industry

## Industry Insights

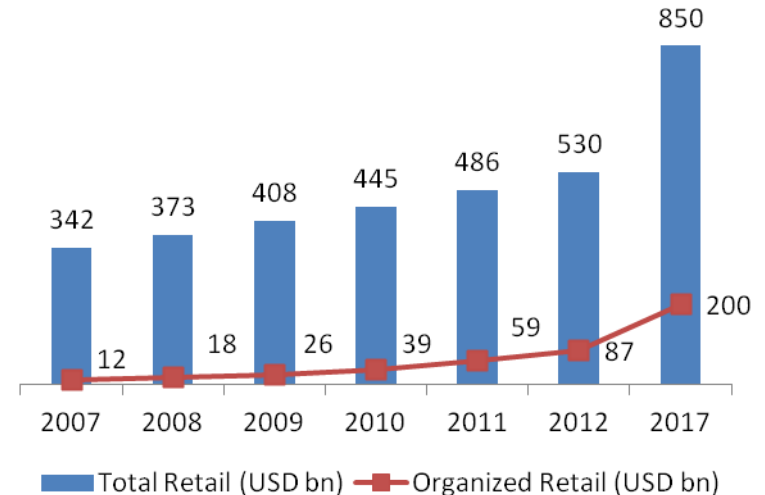
- Indian retail industry estimated at USD 450 bn in 2010 and ranked as the most attractive emerging market for investment in the retail sector by AT Kearney's GRDI in 2009
- Consumption expenditure accounts for 60% of India's GDP; 4<sup>th</sup> highest in the World
- Organized retail makes up just 3% of retail sector; expected to grow at CAGR of 25% till 2020
- Tier II cities emerging as favoured destination for organized retail

## Percentage of Organized Retail



\*Source: Ernst & Young research

## Market size with projections



# Indian Retail Industry

## Drivers

### Fast growing Economy

- Even with the recent dip, India remains one of the fastest growing economies
- Fast pace of GDP growth is driving India consumerism; Indian consumers today are more confident and willing to splurge

### Demographics

- With a median age of 24, changing attitudes from “save to spend”
- Over 65% of the population will be in the working age group (15-60) till 2050

### Evolving Consumer Behaviour

- Shift of expense basket from basics to lifestyle products
- Increasing spend on apparel, electronics, personal care and entertainment

### Expanding Middle Class

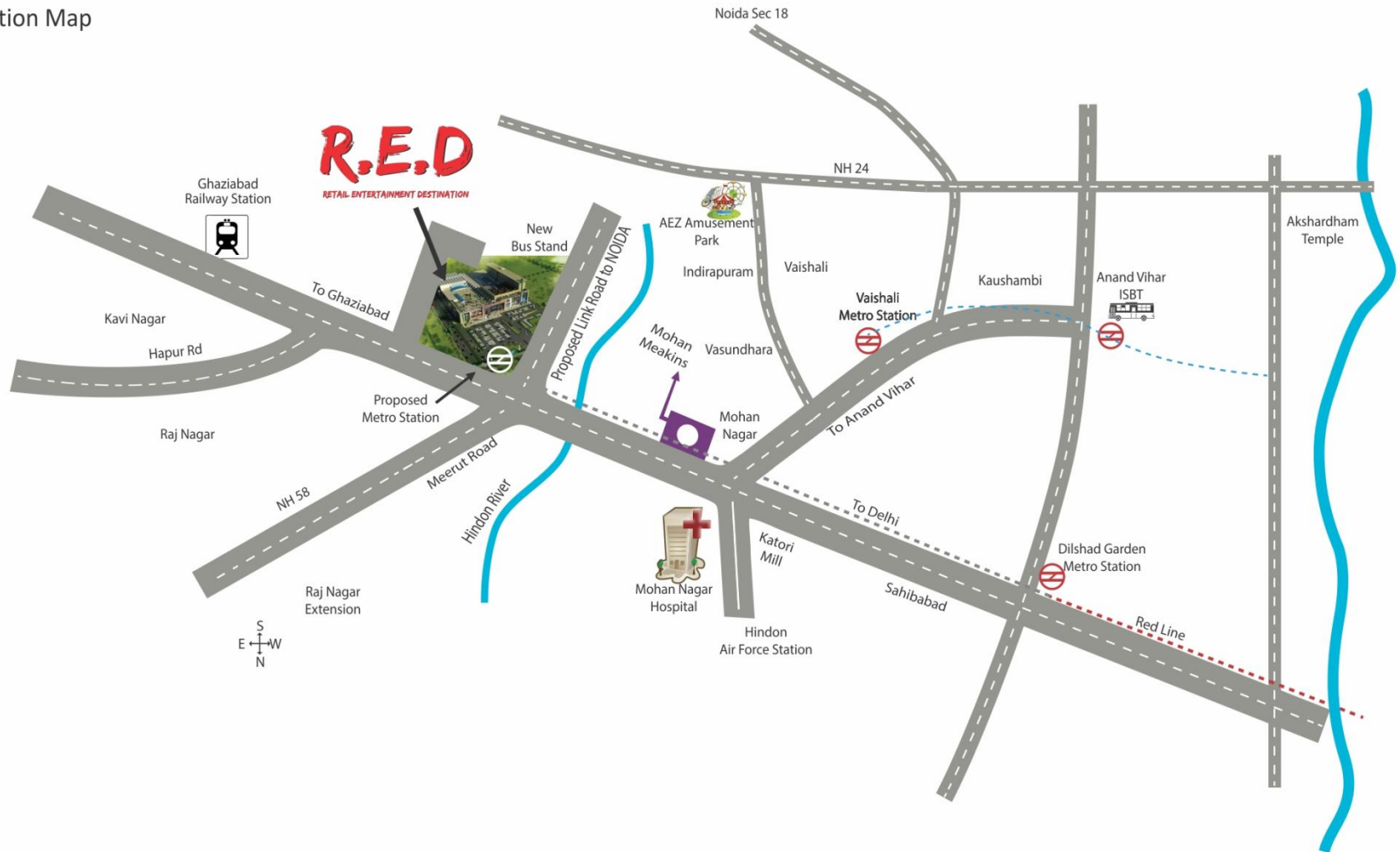
- Increasing urbanisation with high disposable income families on the rise
- Disposable incomes expected to rise at an average of 8.5% p.a. till 2015

### Easy Credit

- Growing acceptance of plastic money across small and medium retailers
- Disbursal of personal loans surging with easy monthly installment options

# Strategic Location

Location Map



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# Improving Connectivity

- Traveling time from ISBT to R.E.D (adjoining the New Bus Stand) in Ghaziabad to reduce to 25 minutes via Metro
- 22 km long 13 m wide road connecting Greater Noida to Hindon Bridge reducing traveling time to 20 minutes

## PHASE III

**ISBT (DELHI) - BUS STAND GHAZIABAD  
(MEERUT ROAD TIRAHA)**



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# Geographical Proximity

- As of 2011 census, Ghaziabad district, with a population of 47 lacs, had the highest population density in Uttar Pradesh with 4060 persons per sq. km
- Population distribution
  - Old Ghaziabad ~ 16 lacs
  - New Ghaziabad (Vaishali, Vasundhara, Indirapuram and Kaushambi) ~ 20 lacs
  - Meerut, Modinagar, Modipuram, Hapur, Muzzafarnagar
- Average literacy rate in 2011 was 85%, the highest in U.P. : Knowledgeable populace
- Apart from Opulent Mall, **NO** mall catering to the 16 lac population of Old Ghaziabad
- Gurgaon, with a population of 15 lacs (2011 census), has more than 40 malls, the 3<sup>rd</sup> highest in any city in India
- R.E.D. will have close proximity to high density urban settlements in New Ghaziabad:
  - Indirapuram : 5 kms
  - Vasundhara : 5 kms
  - Raj Nagar Extension : 6 kms
  - Vaishali : 6 kms

# The Need



## Retail Entertainment Destination



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# The Concept

To provide Convenience Shopping for the Catchment areas and to create an Entertainment Destination for areas like Modinagar, Hapur, Meerut, Sikandrabad, Noida and even Delhi

➤ Convenience Shopping

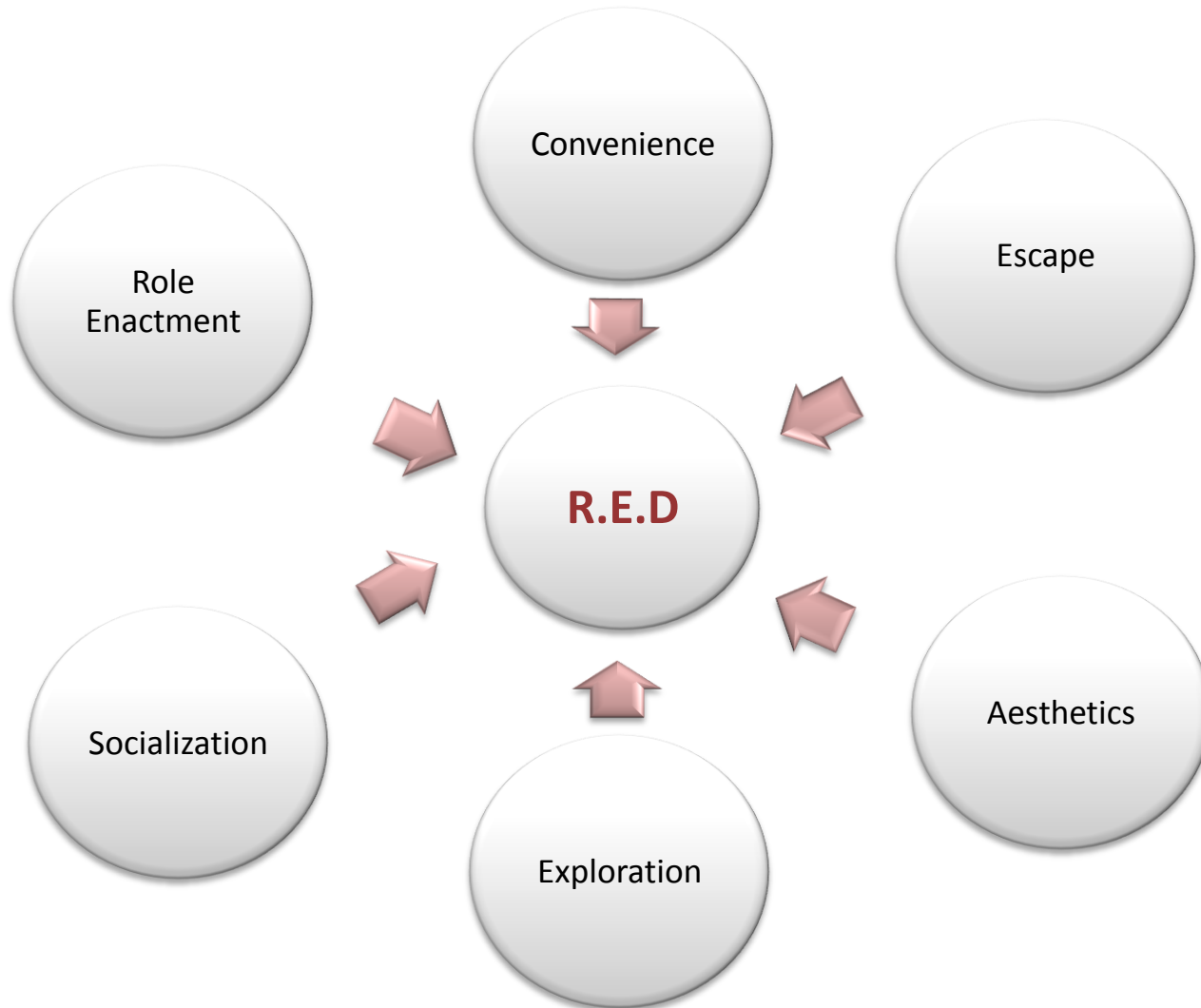
➤ Catchment Areas

➤ Destination



**“To provide all goods and services combined with World-class entertainment at affordable prices for families”**

# The Concept



# Features of R.E.D

- 11 acre Freehold auction commercial property, a rarity in NCR
- A sprawling mall of 10,00,000 sq. ft. area, the biggest in Ghaziabad and one of the biggest in NCR
- Major construction work completed and remaining on schedule
- Available for possession in 2-3 months
- Official launch on Dec 25<sup>th</sup> , 2012
- A host of leading global brands already signed :



MARKS &  
SPENCER



*Louis Philippe*  
The upper crest.



VAN HEUSEN



SHOPPERS STOP  
START SOMETHING NEW



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# Retail

## Convenience Shopping

- Dedicated mall areas for groceries, home appliances, apparel, electronics, footwear and others
- Emphasis on providing increased variety by providing ideal mix of Anchors and over 150 Vanilla Shops of leading Global and Indian brands with prominent local brands
- R.E.D Loyalty cards for regular customers to avail maximum benefits like discounts, special Ground Floor parking, no-frisk entry to mall among others
- Three levels of parking with the maximum capacity amongst current malls in Ghaziabad
- Special R.E.D buses for commuting people in catchment areas

## Catchments Areas

- Imperative to make R.E.D a 'Hub' for the catchment areas
- In India, 5kms/30 minutes is defined as catchment area of a mall
- 50,000 households of Socio-Economic Categories (SEC) A & B able to sustain a mall of 3 lac sq. ft.
- Affluent areas like Raj Nagar and Kavi Nagar with a population of 2.5-3 lacs alone fulfills criteria

# Entertainment

- World class wholesome entertainment at affordable prices targeting the middle class
- For the first time, a complete package satisfying the distinct entertainment desires of children, teenagers, young adults and parents
- Three marquee rides :
  - Roller Coaster outside entrance of mall with a loop over the roof of the mall
  - Cool Splash ride where bogeys will splash through water from a height
  - A first of its kind ride originating from the center of the mall going to the roof and taking a round of the mall on the roof before coming down again

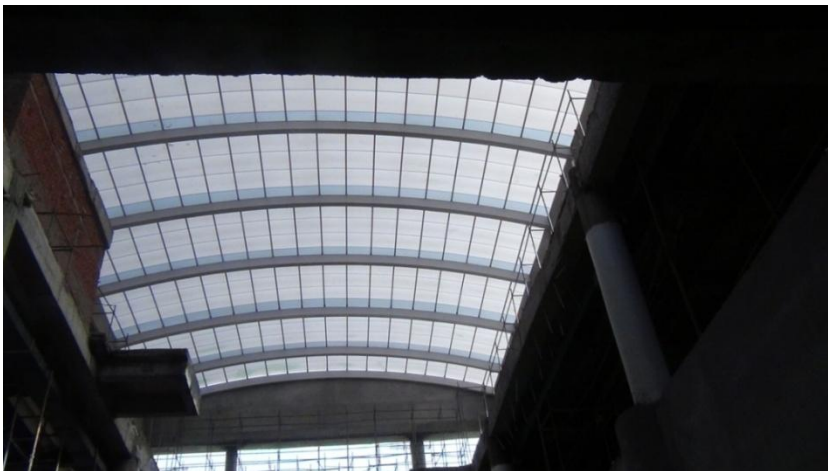


# Entertainment

- Cinepolis, the World's fourth largest cineplex chain with over 230 theatres, opening a 10-screen movie theatre, the largest multiplex in NCR
- A first of its kind Snow Park, spread over 18,000 sq. ft., with rides and real snowfall providing unparalleled entertainment for the families
- Every Other Day (EOD) setting up a 16-lane bowling alley, the biggest in Ghaziabad, on the second floor
- Indoor amusement park with over 15 rides aimed at children along with parents



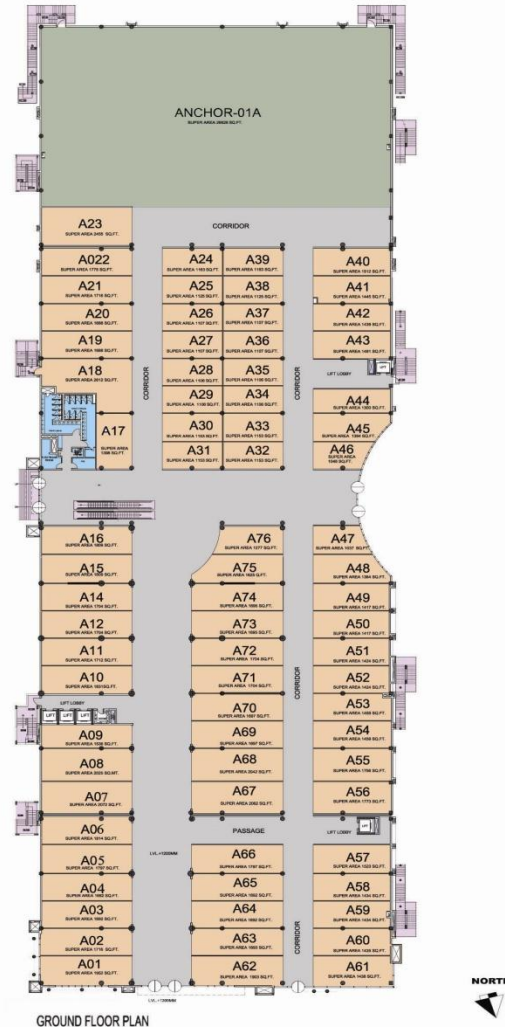
# Site Photographs



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# Floor Plans : Ground Floor



GROUND FLOOR PLAN

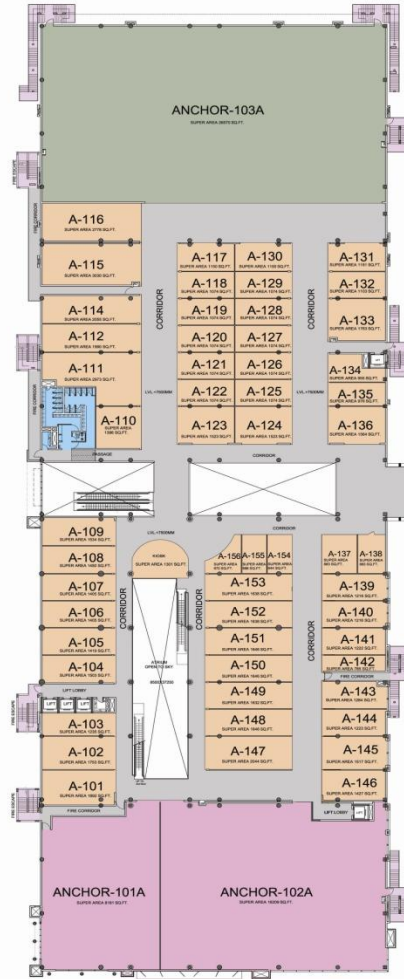
DISCLAIMER: ALL PLANS AND AREAS ARE CONCEPTUAL AND SUBJECT TO CHANGE

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# Floor Plans : First Floor

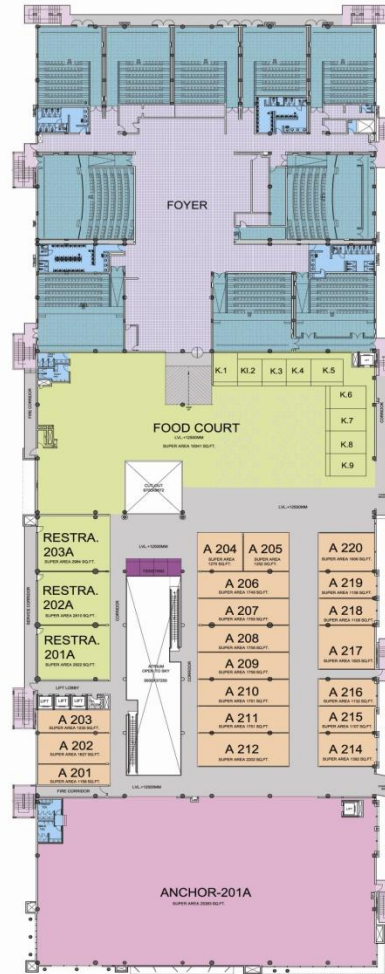


FIRST FLOOR PLAN

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# Floor Plans : Second Floor



SECOND FLOOR PLAN

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