

Why ASIPAC ?

Established in 1996, Asipac Group comprises India's largest shopping centre development consultant and letting manager, an award winning real estate marketing consultant, a highly respected retail research & consulting firm and India's fastest growing mall management company.

Our services: • Project Conception • Comprehensive Mall Planning • Design Process Management • Letting and Lease Management • Research & Consulting • Mall Management • Mall Marketing • Rental Yield Maximization • Mall Energizing & Performance Improvement • Conception of New Retail Formats • Marketing Strategy and Programs for RE Projects

Asipac has advised on mall projects of >17.25 million SFT, including seven of the 15 largest malls in India; and have leased >8.22 million SFT of retail real estate in five years. We are currently handling projects of >6.92 million SFT and have mall management contracts for >5.27 million SFT.

We regularly undertake strategic research on the retail and retail RE sectors. Our **Trading Density Study** was featured twice in Economic Times and was a cover story in Images Retail magazine. Our study on **India's Largest Malls** featured in Economic Times, Times of India (twice), Indian Express, Business Today, Shopping Centre News. Our **Revenue Share Study** and our **Study on the Demand & Supply on Mall Space in Southern Metros** featured in Shopping Centre News.

Asipac was voted at GIREM as **Best Marketing Firm** 2008 competing against 3 IPCs and has won **3 Remmy Awards** from Times of India. One project broke a **Guinness World Record** and was a finalist in the **Cityscape Asia 2008 RE Awards**. A project launch won a Bronze at **2009 EEMAX Awards**. An unpublished campaign won **GOLD at the Big Bang Awards** of Ad Club, Bangalore.

Our Chairman Amit Bagaria has anchored or been a panelist/speaker/jury member at >15 national or regional industry events and has authored more than 20 articles in leading newspapers and periodicals. With **225+ media articles** and **40+ TV features**, including **18 front page/cover stories**, our credentials are well known in Indian retail and real estate.

In 2005, we planned a **1.6 MSFT** mall and leased 1.15 MSFT in record time of **5 months**.



For the **930,000 SFT** Mantri Square in Bangalore, we did pre-design planning, design management, sole leasing and lease management. We leased **68%** of this mall during **7 months of recession**

City Centre Mangalore was only 37% leased after 5+ years of efforts by the developer and IPCs. **In <6 months, Asipac leased >44% of the GLA** of the mall.

In 2010, we leased **68%** of a new **1.51 million SFT** Mall in just **135 days**

In 2010, we also leased **63%** of a new **1.83 million SFT** Mall in just **65 days**

- Advised Chairman and Board Members of a \$30 Billion conglomerate on Entry Strategy (Why, Where, What, How) for a Rs.250 Billion retail business venture
- Advised \$1.2 Billion Retail Group on Entry Strategy for new retail formats in India
- In 2004, Asipac conceived what is today Brand Factory, a leading retail format of the Future Group
- Entry Strategy for \$25 Million new venture for retailing international brands in India
- Rs.14 Billion Business Plan for int'l luxury retailer; Rs.7 Billion Business Plan for int'l watch retailer

Mall Planning & Pre-Leasing Services

- Market Demand and Throughput Analysis
- Trade & Tenancy Mix Planning with Rent Modeling Optimization (based on catchment fit, footfall frequency drivers & revenue maximization)
- Programmatic Space Planning and Development of Architects & Services Consultants Brief
- Assist Client in Selection and Appointment of Architect; Briefing of the Architect
- Design Process Management (including mall specific services design)
- Development of Strategic Letting Plan (“SLP”) on the schematic architectural plans
- Formulation of Rental Pricing Structure based on the SLP
- Development of Letting Pitch Presentation
- Development of content for Flyer/Leaflet/Brochure as well as Project Website



- Approach potential Tenants for letting retail stores, restaurants, cafes, ATMs, vending stations, kiosks and carts.
- Prepare all standard forms of legal documents (Term Sheets, Agreements to Lease, Standard Waiver Letters and Addendums) for the following categories: Anchor Tenants, Mini Anchor Tenants, Multiplex Cinema, Vanilla Retail - Fixed Rent, Vanilla Retail - Revenue Share (with Provisional Rent OR Minimum Guaranteed Rent), Entertainment, Food Court Tenants, Open Cafes in common areas, Restaurants, Others Tenants in common areas, Kiosks & Carts, Commercial Advertising, Displays & Signage; including Customization of legal documentation for MNCs and special tenants.
- Complete commercial-legal negotiations, including 8/9/12 year payout simulation and comparison with fixed rentals.
- Negotiate and Close all deals/transactions with tenants.
- Management of Client Approval Process (with Deal Analysis) for deals falling x% or more below the list price.
- Execution of Term Sheets.
- Continuous Tenancy Mix Optimization and Space Management.
- Execution of Agreements to Lease and Addendums outlining any deviations from standard conditions.
- Collection of all installments of IFRSD from tenants.
- Tenant Design, Handover and Fit-out Coordination, in association with a representative of Project Architect / ID.
- Management of Renegotiations, Cancellation & Refund Process, Strategic Relocation & Supplemental Documentation Process.
- Weekly Lease Status Report with Snapshot Analysis
- Monthly Target vs Achieved Revenue Analysis Report.

Mall Management Services - Pre-Op and First Year



1. **Tenant Coordination** - Lease Agreements/Deeds, Store Design Coordination & Approvals, Start & Completion of shop fit-in works, Rent Free Period, Lease / Rent Commencement Date.
2. **Project Coordination** - Compliance with delivery dates, Tenant Improvement Installations, Tenant Design Approvals, Temporary Storage Facilitation & Utility Connections, Water Leakage Testing, Services & Infrastructure Readiness.
3. **Project & Tenant Fit-in Debris Management**
4. **Migration from Project to Ops Team**
5. **Snag List Management**
6. **Tenant Aesthetics Compliance**
7. **Development of Website**
8. **Recruitment & Training of MM Staff**
9. **Selection and Appointment of Service Providers** - including screening and approval of staff appointments, SOPs, training
10. **Signage Coordination; Mall Directory**
11. **Event Management** - Soft Launch, Media Launch, Formal Launch, Anchor Launches, Food Court Opening, Cinema Opening



1. **Revenue Management** - billing and collection of Rent (including complex RevShare calculations), CAM, Marketing Fund Contribution, Parking Charges, Utility Charges (electricity, back-up, HVAC, water, gas); managing expenses within tight budget; balancing cash flow.
2. **Marketing** - driving relevant footfalls, increasing PVDT & PVS; community and media relations; website; social media; publications; loyalty programs; hiring of kiosks, promotion courts, ad/display spots; onsite events; community outreach programs; co-marketing.
3. **Plant Operations & Maintenance** - keeping everything running all the time and minimising equipment downtime.
4. **Tenant Relations & Staff Motivation**- Indian retailer staff not even close to world standards. *“HAPPY STAFF MEANS HAPPY CUSTOMERS”*.
5. **Performance Improvement** - revenue maximization by helping tenants to energise cold/lazy shops/zones and handholding weak tenants to increase tenants’ revenue, and thus mall revenue.
6. **Facility Management** - managing Housekeeping, Security, Parking, Food Court and customer lifts.
7. **Lease Management** - residual leasing, managing tenant churn, renewal renegotiations, documentation.

Completed Retail / Mall Projects

Project, City	Developer	GLA (SFT)	Period
Mantri Square, Bangalore	Mantri Developers	930,000	2004 to 2010
City Centre, Mangalore	Mohtisham Complexes	545,000	2009-10
Bangalore Central-2	Pratibha Realtors	280,000	2005 to 2009
Big Bazaar, Mysore	Skytop Builders	81,000	2005 to 2008
Brand Factory, Bangalore	MVR Constructions	64,000	2004 to 2006

Ongoing Mall Development Projects

Project, City	Developer	GLA (SFT)	Status
Neomall, Bangalore South	Patel Realty India Ltd	1,510,000	>68% Leased
City Capital Mall, Hyderabad (Hitech City)	Skill Promoters	1,830,000	>63% Leased
BVR Town Centre, Vijayawada CBD	PVP Global Ventures	225,000	Design
Sobha Global Mall, Bangalore CBD	Sobha & Davanam	720,000	Planning
Unnamed Mall, Vizag (AP)	Consortium	455,000	Conception
Unnamed Mall, Bangalore North	TBA	1,230,000	Conception
Mall & Casino, Port Louis, Mauritius	Les Salines Dev	500,000	Conception

Malls Under Management

Mall Name	City	GLA (SFT)	Opening
City Centre Mall	Mangalore	545,000	Operating
neoMall	Bangalore	1,510,000	2013
City Capital Mall	Hyderabad	1,830,000	2014
BVR Town Centre	Vijayawada, A.P.	225,000	2013
Mall & Casino	Port Louis, Mauritius	500,000	2014

Why Asipac for Malls: Top 7 Reasons

1. Asipac has advised on retail / shopping centre projects of >16.91 million square feet, including seven of the 15 largest malls in India, and leased >8.18 million sq.ft. in five years.
2. We are currently handling India's largest as well as second largest malls.
3. We have exceeded rental, volume and time targets on all our projects.
4. Asipac is the only consultant which handles end-to-end work, from our unique planning models to design management and the entire gamut of letting, including complex negotiations, legal documentation and tenant store design coordination. All negotiations are done without having to involve the owner, thus saving owner's valuable time. We achieve a pre-set financial target for the entire project. This is true outsourcing.
5. Since WE ARE NOT BROKERS, we do not offer alternate properties to prospective tenants. We do not get paid by retailers, so we serve only the interest of the developer / property owner.
6. Asipac has been able to get 19 traditional high street retailers into malls for the first time.
7. We know 350+ retailers/brands. They like to deal with Asipac because our malls have excellent tenancy mix planning, sensible zoning & successful co-habitation. Most retailers recognize that Asipac understands retail - our Chairman has studied 60+ malls in 15 countries.



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