

The logo for Viva Collage features a stylized red 'V' on the left, composed of several overlapping orange and red squares. To the right of the 'V', the word 'Viva' is written in a large, red, cursive script. Below 'Viva', the word 'COLLAGE' is written in a bold, black, sans-serif font.

# Viva COLLAGE

Jalandhar's No.1 Family Entertainment Destination





## VIVA COLLAGE, JALANDHAR - CAPTURE THE CONSUMER

### Introduction:

Collage Group is a diversified business house with interests in International Trading, Celebrity Management and Real Estate Development. Collage Estates Private Limited (CEPL) is a group company and is in the business of developing integrated townships, shopping malls, multiplexes and residential group housing projects. The Group is headed by Mr Sumit Khaneja in his capacity as the Chairman. Mr Khaneja has several years of rich experience in real estate & construction and has previously been the CEO of Som Datt Builders (SDB) - International Projects. He is supported by Mr Amit Khaneja, the Vice Chairman.

Som Datt Builders is a family owned business held by three brothers, one of them being Mr. I M Khaneja.

### The Project:

Viva Collage is an integrated shopping, entertainment and leisure complex with a multiplex in Jalandhar on 3.16 acres on the 100 ft wide NH -1 / GT Road only 7 km from Jalandhar City Centre. The Project has been approved under the Mega Investment Scheme of the Government of Punjab, attracting a variety of government incentives:

- ▶ 100% exemption from entertainment tax for a period of 10 years
- ▶ Has received permission to operate the mall and multiplex with relaxations under Shops & Establishments Act.
- ▶ Project qualifies for FDI under government norms

The project is ready for fit-outs.

### Project Concept:

- ▶ The Project concept and the component & tenancy mix has been developed in consultation with India's leading retail consultancy - Technopak Advisors Pvt. Ltd.
- ▶ The project is positioned as an integrated Shopping Complex with Retail, Food and Entertainment options - All Under One Roof with semi-premium merchandise, which strikes a balance between the consumer's aspirational lifestyle and value-seeking nature.





The site location is emerging as the new retail destination in Jalandhar, with large consumer durable showrooms, banquet halls, automobile dealerships and landmark eateries like Haveli and McDonald's.

#### CONNECTIVITY TO KEY HUBS

| Location                | Description                          | Distance (km) | Driving time (min) |
|-------------------------|--------------------------------------|---------------|--------------------|
| Model Town Mkt.         | Most Affluent Residential-cum-Retail | 13            | 15-18              |
| BMC Chowk               | Landmark - heart of the city         | 11            | 10-12              |
| Rainik/Sheikhhan Bazaar | Traditional Market                   | 15            | 18-20              |
| Bus Stand               | Conveyance Hub                       | 10            | 8-10               |
| Railway Station         | Conveyance Hub                       | 12            | 15-18              |

Located on the GT Road (NH1), Viva Collage is only 9km from the city centre and well connected to the neighbouring posh areas of Model Town, Defence Colony, GTB Nagar and major city landmarks.

#### Primary Trade Area

**Sampanna Zone:** 10-15 minutes away from the site. This zone comprises primarily of businessmen, shop owners, land owners, retired army officers and self-employed professionals from colonies like Model Town, New Jawahar Nagar, GTB Nagar, Defence Colony, Urban Estate and the Cantonment Area where 82% of the residents are in the Middle to Higher Income Groups.

**Samanya Zone:** 5-20 minutes away from the site. Government employees, servicemen, small retailers and traders belong to this zone. The area comprises colonies like New Model House, Harbans Nagar, Arya Nagar, Preet Nagar, Joginder Nagar and Central Town where 64% residents are in the Middle to High Income Groups.

**Sangharshi Zone:** Comprises of mostly Class IV employees from localities like Sundar Nagar, Focal Point Industrial Area and Dhilwan Morh with 15% of residents falling in the Middle to Upper Middle Income Group.

#### Secondary Trade Area

Travel zone: Includes commuters in 8000 vehicles along the NH 1 daily. It also gives the travellers to Amritsar and Vaishno Devi a journey break.

Nearby NRI villages: Chareru, Mayani, Dhilwan Morh and Ladowali.

Key towns: Nakodar, Kapurthala, Nawashaher, Moga, Phillaur and Phagwara.

#### The Opportunity

| Income Strata | Annual Household Income (AHI) | Sampanna | % break-up | Samanya | % break-up | Sangharshi | % break-up | Total  | % break-up |
|---------------|-------------------------------|----------|------------|---------|------------|------------|------------|--------|------------|
| High          | 442890                        | 50540    | 38         | 85000   | 20         | 0          | 0          | 135540 | 19         |
| Upper Middle  | 206294                        | 29260    | 22         | 93500   | 22         | 4260       | 3          | 127020 | 18         |
| Middle        | 135066                        | 29260    | 22         | 110500  | 26         | 17040      | 12         | 156800 | 23         |
| Lower Middle  | 67005                         | 19950    | 15         | 93500   | 22         | 71000      | 50         | 184450 | 27         |
| Lower         | 31907                         | 3990     | 3          | 38250   | 9          | 49700      | 35         | 91940  | 13         |
| Total Pop     |                               | 133000   |            | 420750  |            | 142000     |            | 695750 |            |
| AHI (Rs.)     | 176362                        | 254405   |            | 186692  |            | 67067      |            | 176362 |            |
| MHI (Rs.)     | 14697                         | 21200    |            | 15558   |            | 5589       |            | 14697  |            |

Source: KSA Technopak



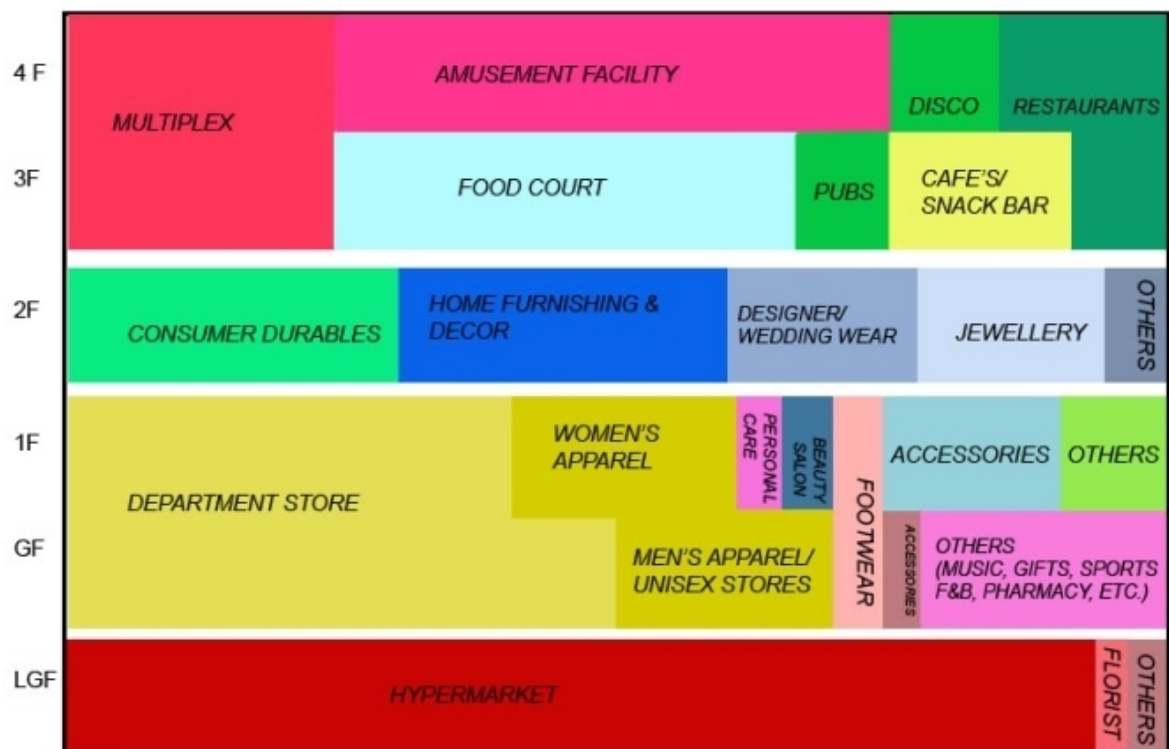
# CAPTURE IMAGINATION

t h e c o n s u m e r ' s m i n d

Time saving and convenience are important to the customer. Proximity to stores and multiple category products in the same place are the need of the day. Changing spending patterns and an unsatisfying retail experience in Jalandhar has left the consumer yearning for a more fulfilling shopping experience.

Combining leisure and entertainment along with multi-brand retail, Viva Collage is an all-under-one-roof semi-premium mall that stands for affordable and aspirational merchandise for the middle class consumer.

Viva Collage is designed to take the monotony out of shopping by providing an experience that transforms shopping into a fun-filled activity for the family.



Zoning Mix

NOT TO SCALE



**Site Details:**

- ▶ Site Area: 3.16 acres / 16300 Sq yds / 147492 sq ft
- ▶ FAR / FSI : 3 or 4,00,000
- ▶ Ground Coverage: 50%
- ▶ Built up area: 700000 sq ft
- ▶ Gross Leasable Area (GLA): 4,20,000 Sq ft
- ▶ No of floors: Lower Ground + Ground + 3
- ▶ Parking: 1000 car parks approx.
- ▶ Site Dimensions: Frontage of approximately 195-feet and a depth of 600 ft.

**Project Status:**

- ▶ Design & Architecture: RSP Akitek, KL, Malaysia.
- ▶ Land Registration: Registry in the name Collage Real Estate Private Limited (CEPL) completed
- ▶ Agreement with Punjab Government signed
- ▶ CLU: Recieved
- ▶ Environmental Clearance: Approval from the Ministry of Enviornment and Forests received.
- ▶ Building Plan: Sanctioned

**Leasing Status:**

- ▶ 85% already pre-leased
- ▶ Key anchors
  - ▶ LGF - Hyper-market Big Bazaar
  - ▶ GF -Lifestyle (Departmental store ) from Landmark Group
  - ▶ FF- Lifestyle from Landmark Group
  - ▶ SF- Jumbo Electronics
  - ▶ TF- 5 screen Satyam Cineplexes

Other Brands include United Colors of Benetton, Reebok, Timex Watches, Adidas, Provogue, Dockers, Nike, Koutons, Arrow, Titan, Puma, Numero Uno, Kanz, Catmoss, Crew 5

**Construction Status:**

- ▶ Bhoomi Poojan on 27th Dec, 2006
- ▶ Piling commenced on 15th Jan, 2007
- ▶ Excavation at the site commenced on 8th Feb, 2007
- ▶ Ready for fit-outs







External Views



Internal Views



# WE BELIEVE

The retail property and real estate industry is driven by the structural aspects of malls and primarily focuses on Land bank and location details, Architecture, Size and scale of the project, Build and sell business model.

Therefore, they mostly end up delivering a static concrete shell, not necessarily a vibrant and exciting business model that retailers can leverage and build a business that guarantees ROI for investors and retailer brands.

## **The Opportunity**

What the retailers and investors are really interested in is not the structure, the frontage or the size of the property. It is business success. More than experts who know how to construct, they need experts who understand what it takes to succeed in the rapidly changing retail business.

## **Therefore**

In the world of retail concepts, we believe that 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 Group deliver?**

- ✓ Domain knowledge and expertise on customers' 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 the 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.

## **Beyond Retail**

The Collage Group also specialises in International Trading Services, Celebrity Management and Real Estate, and is executing several world-class real estate developments in various parts of India.



## **COLLAGE GROUP A PROFILE**

The Collage Group is an affiliate firm of Som Datt Builders Ltd. (SDB) a company that specializes in turnkey infrastructure projects.

SDB was the first Indian Company to undertake project exports from India in 1976. It completed large projects in Algeria, Saudi Arabia, Jordan and went on to become the leading Construction Company in Iraq, executing 31 projects. Engineering News Record, USA, ranked SDB 108th out of the top 250 construction companies in the world. During its peak activity in the Middle East and Iraq, SDB achieved an annual turnover of US\$ 100 million and executed overseas projects worth US\$ 1.1 Billion.

SDB specializes in the field of Road & Highway Construction, Dams, Airports, Bridges, Power Houses, Water Treatment Plants, pipelines etc. The Group has also undertaken various prestigious Projects in the Real Estate Sector and has also diversified into the areas of Transportation, Medical Textiles, Hotels, Finance and Stock Broking. Presently, SDB is involved in executing National Highway projects under the prestigious Golden Quadrilateral scheme.

In recognition of its achievements and contribution to the field of construction, various coveted export and engineering awards / honors have been conferred on the Company by the Government of India and other well known institutions and bodies.

Following in its footsteps is the Collage Group, specializing in International Trading Services, Celebrity Management and Real Estate. The Collage Group is a research and knowledge-based real estate firm and believes that more than concrete structures, it is the volume and the velocity of the flow of people, merchandise, energy and money that will be the driving force behind building successful retail and real estate concepts.

We believe 'People Make Spaces' and understanding their consumption patterns and shopping behaviour will help us create retail landscapes and choreograph memorable shopping experiences that people love to come back to.

Our goal is to work towards the success of our tenants, retailer brands and investors by developing real estate concepts in which the organised retail has access to the right environment to display merchandise, build brands and maximise ROI. We incorporate the latest architectural and design capabilities, technology formats and local supply chain efficiencies to build world-class projects in India.

The Collage Group has a pan Indian presence and is developing retail and housing projects in Amritsar (Punjab), Jalandhar (Punjab), Patiala (Punjab), Dehradun (Uttaranchal), Bhopal (Madhya Pradesh).

The Collage Group is promoted by Mr. Sumit Khaneja and Mr. Amit Khaneja under the guidance of Dr. Inder Mohan Khaneja, Vice Chairman of Som Datt Builders. Dr. Inder Mohan Khaneja has over 60 years of frontline experience in the construction industry and is a well respected industry figure. Mr. Sumit Khaneja, who earlier was the CEO of Som Datt Builders (International and India), is now heading the Collage Group as the Group Chairman.

Mr. Sumit Khaneja is supported by Mr. Amit Khaneja, the Vice Chairman of Collage Group. He oversees the finance and new business development activities of the group.

Collage Group has a team of seasoned professionals with rich experience in FMCG, Real Estate, Retailing, Project Management, Corporate Governance and Finance.



### **Retail Projects: Viva Collage All Under One Roof**

An integrated shopping, entertainment and leisure mall in Jalandhar spread over 700,000 sq.ft. The mall is under-construction and is scheduled to be completed by April, 2009. .

An integrated entertainment, leisure and retail destination spread over 650000 sq ft between the twin cities of Patiala and Rajpura.

A Regional lifestyle destination in collaboration with UNITECH GROUP - India's second largest developer spread over 35 acres on Kolar Road in Bhopal the capital of MadhyaPradesh.

A 20-acre destination has been planned as a mixed use development with Hotels, Service Apartments, Retail, Entertainment and Leisure on Sahastradhara Road in Dehradun the capital of Uttranchal in collaboration with UNITECH GROUP.

### **Residential Projects: Collage Windsor Apartments:**

A gated Group Housing residential complex at Heritage City on the Airport-Ajnala Road in Amritsar

A premium residential development on the Dehradun Musoorie Highway and a Group housing on Shastradhara Road

Group Housing on the Kolar Road, Bhopal

Group Housing in Patiala

Adding to the strength of the Group is its team of professional agencies leaders in the areas of Retail Consulting, Architecture and Advertising respectively. Their insights and strategic inputs facilitate the Group's goal of becoming a leading player in the Retail Mall business.



**COLLAGE**  
G R O U P

people make spaces