



Retail Development
By
Bangalore Metro Rail Corporation

Bangalore Metro Rail

Alignment-Phase I



	Elevated
	Underground
	At grade
	Public parking provided
	Bangalore Metro Rail Phase-II & III (proposed)



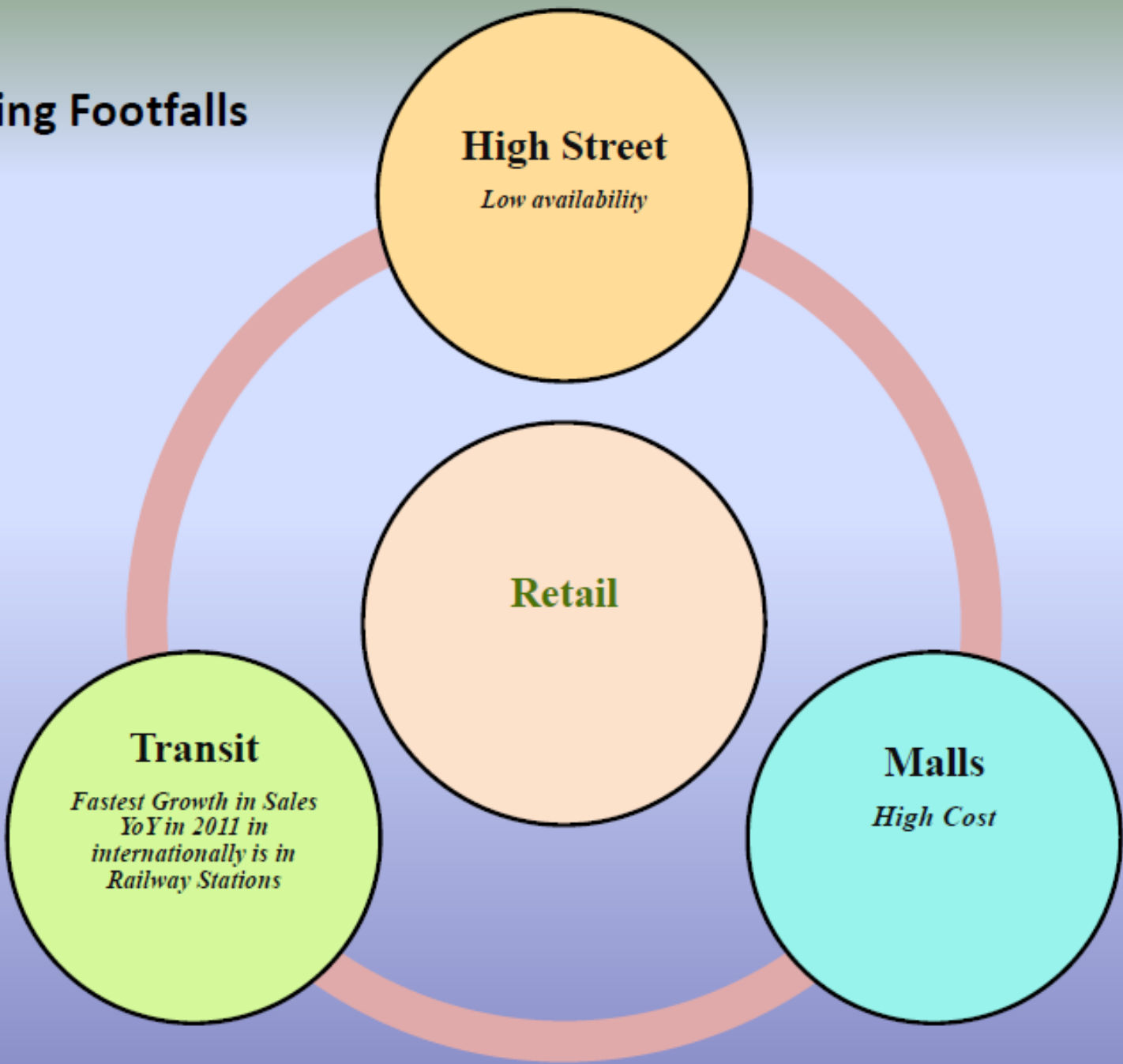
DEMAND FOR ORGANIZED RETAIL SPACE WILL GROW FOUR-FOLD IN NEXT 5 YEARS..... MORE IN BENGALURU

		Now	5 Years from Now	YoY Growth %
Total Retail Market Size	USD Bn	401	645	10
Share of Organized Retail	%	6%	15%	20%
	USD Bn	24	97	
	Rs. Crs	108,270	435,375	
Average Sales / Sft	Rs / Sft / Year	10,000	10,000	Even at higher stock-turn efficiencies
Equivalent Retail Space	Million Sft	108.27	435.38	

1. Consumption will grow faster than GDP
2. Share of Organized Retail in China now 23%



Leveraging Footfalls



Ridership Profile : Multiple Opportunities

Seeks Experience

Tourist

Seeks Connectivity

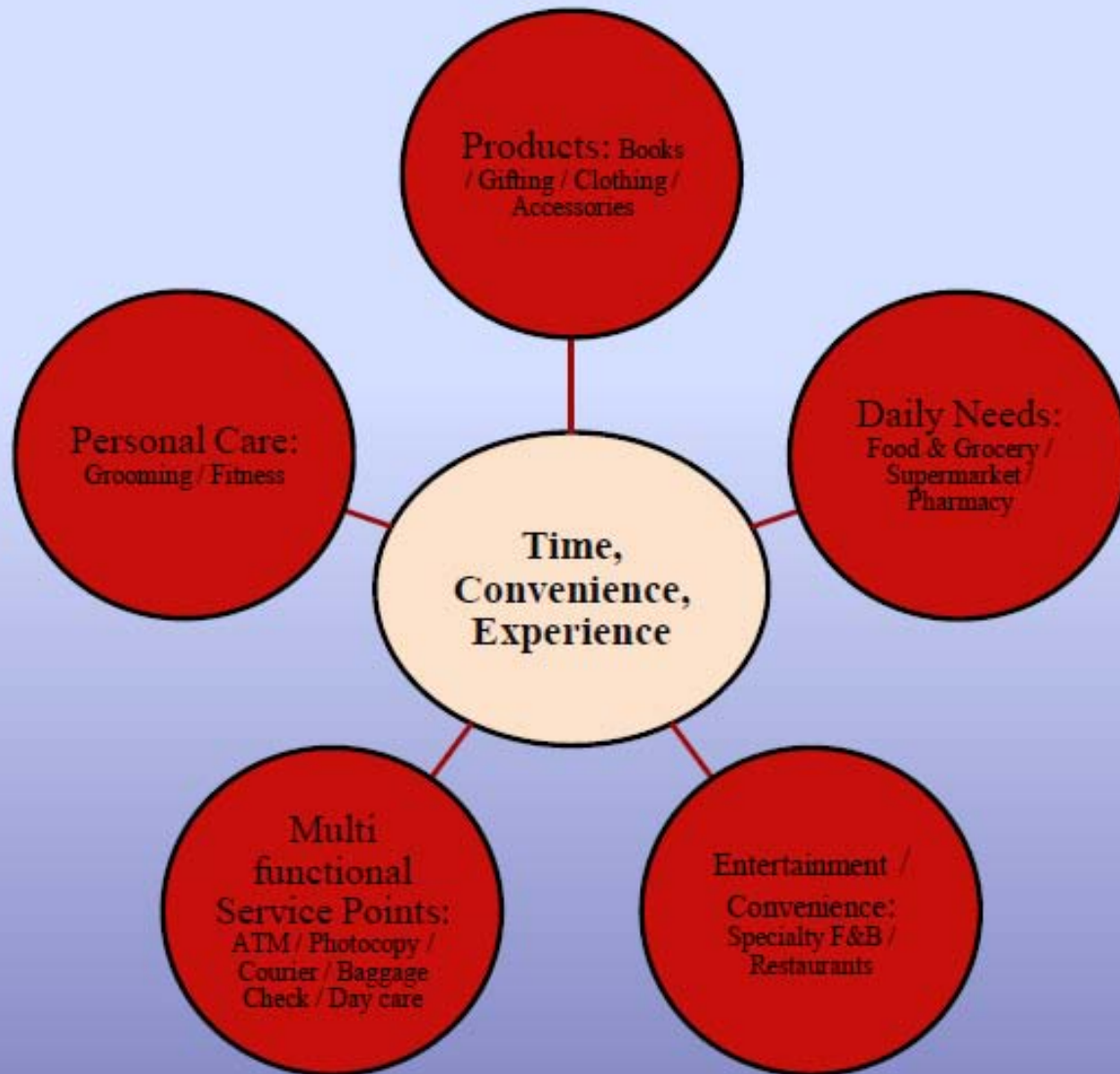
**Errand /
Purpose
Commuter**

Seeks Time Efficiency

**Home – Office –
Home**

INTEGRATING INTO DAILY LIFE

BUILT AROUND OFFERING TIME EFFICIENCY, CONNECTIVITY & EXPERIENCE



Unique & Salient Advantages



- Location Location Location – best locations in the city with converging foot falls
- Repeat Footfalls will assure captive catchment
- Strong Publicity – Everything Metro does is always in News
- Assured foot falls which will never be cannibalized by other retail destinations
- Build your Brand Equity – Great place for visibility.

Lighthouse is the strategic partner of MIMC, which has a contract to develop non fare revenue stream.

Scope of work

establish competitive primacy of *'Transit'* Retail

- Creating an Architecture for Concept, Content & Program
- To intellectualize success - Establishing Boundary Conditions
- Audit Compliance
- Marketing the promise – promote growth

Architecture for Concept, Content & Program

- Design Intent
 - Identifying the right use
 - Create ideation
 - List out the categories and the mix
 - Decide the adjacencies and the zoning
 - create a wish list
 - winning brands
- Lease Planning
 - Indicative lease agreement
 - Fit out and occupier guidelines
 - Revenue model
 - Terms for all categories
 - Performance and revenue enhancement standards
- Documentation
- Revenue Modeling

Establishing Boundary Conditions- design, functional & aesthetic guidelines

- Parking available
- Reference Heights
- Grid Distances
- Signage Standardization
- Hygiene Standards
- Packaging
- Billing
- Comfort Factors
- Access to the retailers
- Restrictive covenants
- Appointment of specialists: Architect, Market Research, Service Consultant, Visualizer, Legal Consultant, Advertisement Agency, Data Analysts

Auditing

- The fit out/ occupier / performance guidelines
- Overseeing the execution of - Approval of Drawing, Fit-out period Conduct, Time-bound completion, Opening Date, Commencement Program
- Revenue Disclosure
- Mystery Customer
- Trading Density
- Evolving Trends
- Common PoS
- Performance Monitoring
- Tracking Footfall
- Purchase Analytics
- Filling in Trade-gaps

Marketing the promise

- The branding -Determining the Experience, Creating Space Identity, Delivering on the Promise, Creation of Logo & Collaterals, Engaging Advertising
- Marketing and prom
- Data analysis



es

M.G Road Station – Public Spaces





Sydney • Paris • Japan • Madrid • Stockholm • Charlotte • Brazil

Caffè RITAZZA

smooth moves

drink



Bypannahalli Concourse Lvl



Paid Area
Kiosk Type 2
Class 1



9/04/29

Bypannahalli Concourse Lvl

Unpaid Area
Shop Type C
Class 2



2009/04/29