

**AGRA-RETAIL-REAL-ESTATE-JUNE 2009**  
**JUNE-2009**

**ASIA RETAIL**

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**Market Summary**

- There is no supply which is being added to Retail space in the Q1, 2009 and nothing is expected in this year too.
- Agra has only two malls which are operational, two which are under construction and around 2 more which are only proposed and nothing more has been done yet.
- Since Agra is a tourist destination there is not much of a footfall in Malls. Moreover due to its close vicinity to Delhi the mall concept as of now is not that popular. People come to malls only to see escalators, game zones, food court and not much for shopping.
- High street culture still dominates. Less than 20 % of footfalls get converted into sales.
- Of the two operational malls one has occupancy of 70 % and other 60 %.
- The Lease Rentals is between Rs.20 – 50 per sq.ft area. Neither the rentals have seen any drastic fall as compared to last year nor have they witnessed any increase in it. In fact they have tried to lessen the Rentals by reducing the maintenance charges.
- The Anchor Clients in these malls are Ginger hotel, Big Bazaar, Max Lifestyle, Pantaloons, Ezone
- The major transaction that took place is with Ginger Hotels for 30,000 sq.ft area.

Malls

- **TDI Mall**
  - TDI Mall is operational since March 2005 and has an area of 250,000 sq.ft.
  - It has occupancy of 60 % and is operational on Sale and Revenue Sharing model.
  - Pantaloons and Ezone are the Anchor Clients and Big Cinema is the Multiplex partner with 30,000 sq.ft area.
  - Almost all brands like McDonalds, Adidas, Blackberry, and Levis are present.
  - The latest transaction that took place is with M & B Shoes for 700 sq.ft

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➤ **Pacific Mall**

- Pacific Mall is operational since last 3 years and has an area of 200,000 sq.ft.
- It is a successful mall as compared to others and has an occupancy of 70 %
- The Food Court of 30,000 sq.ft has been give to Ginger Hotel.
- The mall is operational on mix model. The Lease Rentals varies between Rs. 30 – 70.
- The Anchor Clients are Ginger Hotel, Fun Cinemas, Big Bazaar, Max Lifestyle, and Store 99.
- It has Vanilla stores like Lilliput, Archies, Rich Book, Dockers, Lee, Wranglers and others.

➤ **Wedding Mall**

- Omaxe group is coming up with a mall of 175,000 sq.ft area.
- It is located near Civil Lines and is close to residential area.
- The mall is under construction.

➤ **Phoenix Mall**

- Phoenix is coming up with a mall and it is under construction.

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**Lease Rental**

- There are currently only two malls which are operational and the Lease Rentals have not been that severely affected. The Rentals didn't see any increase also however it has seen decrease in maintenance charges which has brought down the rentals.
- The Lease Rentals currently is between Rs. 20 – 50 per sq.ft.

Floor	Lease Rental (Rs. per sq.ft )
Ground	50
First	40
Second	25
Third	20

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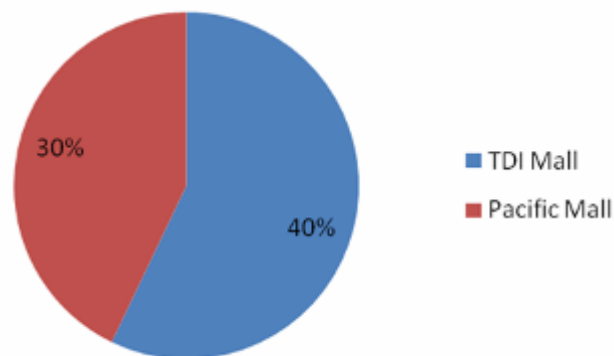
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**Vacancy**

- The mall culture is not that popular in Agra for various reasons like High street still dominate its promity to city like Delhi and since it is a tourist destination malls are not able to attract so much.
- The malls currently are not witnessing that occupancy as compared to other Tier II cities but in years to come it will definitely see a high occupancy rate.

**Vacancy**



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**Significant Upcoming Projects**

- Agra was to see 5 malls coming up but those plans have been put on hold. as of there are two which are coming up and are under construction

Project	Area ( sq.ft )	Status
Phoenix	-	Under construction
Wedding Mall	175,000	Under construction

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