

P R E S E N T I N G T H E B I G G E S T
R E T A I L O P P O R T U N I T Y I N S O U T H C H E N N A I



 **MARG** 

Junction

THE RIVERSIDE MALL ON OMR

Chennai's largest "mixed - use" development

1,830,000 sq.ft.

...to ensure that your business stands out.

6 Floor Mall: 1,044,000 sq.ft.

9 Floor Hotel: 517,000 sq.ft.

9 Floor Serviced Apartments: 106,000 sq. ft.

7 Floor Office Space: 164,000 sq.ft

Step into a world where
**excitement,
fun and happiness
rule the roost.**



Imagine walking into another realm, a new dimension of happiness, joy and excitement. A whole day of sheer indulgence - shopping, restaurants, gaming/entertainment, movies, some more shopping and when too tired to go home, a world-class hotel to retire to. It is a world where there is something for the entire family to do.

Imagine your brand being present in such a location that offers endless opportunities for your business. Welcome to MARG Junction Mall on OMR.





Chennai : A promising retail boomtown

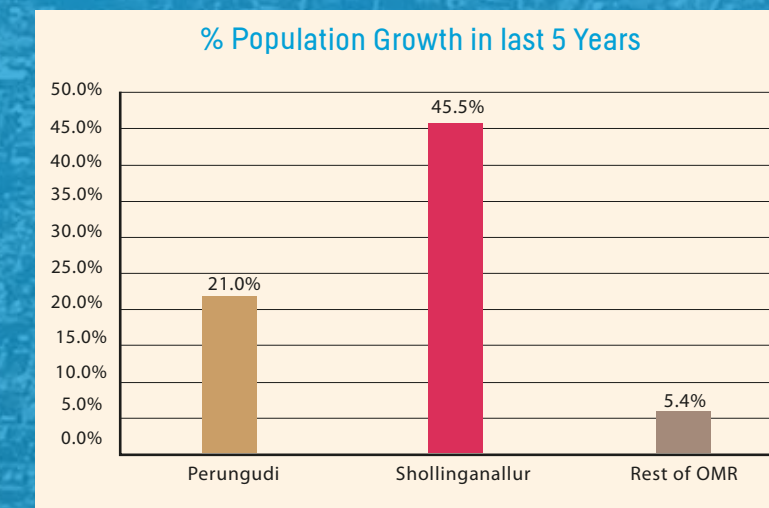
Chennai is a metropolis that is alive and growing with a growth potential that is truly captivating. With its brand loyal and value conscious populace, Chennai is fast becoming the lifestyle hub of Southern India. It also has a sizeable youth population with a high-disposable income, thanks to it becoming the IT hub of India. Chennai is also home to a huge automobile industry that it is now also called the Detroit of India. But with all these developments there is an acute shortage of organised retail, commercial and entertainment spaces in Chennai; especially in South Chennai.

MARG Junction The perfect destination for OMR/ECR/South Chennai

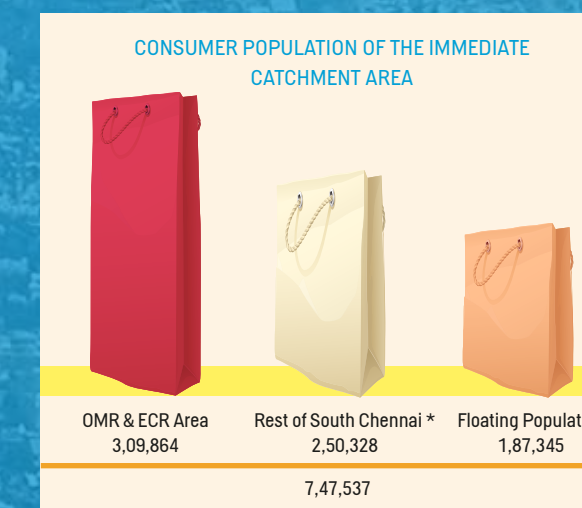
- OMR renowned for IT and ITeS companies and touted as the IT corridor of Chennai, has witnessed drastic changes in the recent past. Today brimming with abundant potential, it has turned into an economic hub for a range of industries.
- Now with the arrival of modern industries, the population has also increased to a large extent. These new inhabitants are ushering in the change. They dream of a lifestyle that is truly aspirational.
- Despite the rapid growth, OMR is still underdeveloped in social infrastructure. The absence of high quality destinations such as malls and multiplexes is making people visit entertainment zones located miles away.
- MARG Junction is set to fulfill this gap. The mall offers retailers an enormous opportunity to enhance the lifestyle of this modern community by providing a world- class shopping, eat-outs and entertainment environment.

- THE IT CORRIDOR OF CHENNAI – 50 MILLION SQ.FT. OF IT SPACE IS BEING CREATED
- ALL IT MAJORS LIKE TCS, CTS, INFOSYS, SATYAM, EXEMPLARR ARE PRESENT ON THE CORRIDOR
- 1,50,000 PEOPLE ARE EMPLOYED ON THIS STRETCH AND ANOTHER 2,50,000 WILL BE EMPLOYED IN THE NEXT TWO YEARS
- PRESENCE OF LEADING REAL ESTATE DEVELOPERS LIKE L&T, HIRANANDANI, DLF, UNITECH, MARG, ETC.
- 36,000 HIGH-END HOUSING UNITS COMING UP ON THIS ROAD
- 6 LANE EXPRESS HIGHWAY, 2 SERVICE LANES, MRTS
- RUNNING PARALLEL TO THE COASTLINE, THIS PRISTINE ENVIRONMENT INCLUDES A NON-POLLUTING IT BELT
- HOST TO A GAMUT OF INSTITUTIONS, COLLEGES AND HOSPITALS

Growth Chart - South Chennai



- The population of Perungudi and Sholinganallur has been growing at a much rapid pace as compared to overall Chennai City
- Dearth of premium malls in the area makes MARG Junction Mall a very promising place for your brand



Located in Karapakkam - the Heart of OMR

8 kms from Tidel Park and Siruseri

15 minutes from South Chennai

Scenic river view landscaping





**An enchanting
mall by the
riverside**

The best bet for customers of all ages
MARG Junction offers a superlative, one-of-a-kind ambience, which no other mall in Chennai offers. Located on the banks of a perennial water body, MARG Junction is a unique destination that has a rare mix of natural ambience and aesthetic design to draw people across different age groups to it.



Superior design and premium utilities for smooth circulation and convenience

Easier the customer circulation better the business. That's why MARG Junction has been designed by keeping customer convenience in mind. By ensuring easy customer flow and hassle-free shopping experience, MARG Junction makes shopping more engaging leading to increased footfalls. Its design for superior visibility and accessibility to each shop ensures better profitability and an exhilarating retail experience. And the fashionable setting makes it ideal for all the modern souls.

- EASE OF CUSTOMER FLOW (26 HIGH SPEED LIFTS, 24 ESCALATORS, 2 TRAVELATORS, BROAD AISLE SPACES AND NO BOTTLE NECKS)
- UNIQUE FACILITIES TO IMPROVE CONSUMER CIRCULATION
- SCIENTIFICALLY DESIGNED RETAIL AND TENANT MIX
- 27,000 SQ.FT. OF LANDSCAPING ON THE RIVERSIDE
- ANCHORS & MINI-ANCHORS ON EVERY FLOOR
- ENTERTAINMENT ZONES

Chennai's
first green mall to
keep businesses in
the pink of health



**Lower operating cost, lower CAM,
better profitability**

From the word go, MARG Junction has been conceived and built to be low on operational costs. MARG Junction is packed with a host of features that enables you to save costs and thereby increase your profit margins.

- HUGE ENERGY SAVINGS
- ECO-FRIENDLY
- APPLYING FOR LEED GOLD CERTIFICATION FROM INDIAN GREEN BUILDING COUNCIL
- PROJECTED AVERAGE ENERGY SAVING OF 15% FOR THE MALL
- INTELLIGENT BUILDING MANAGEMENT SYSTEM

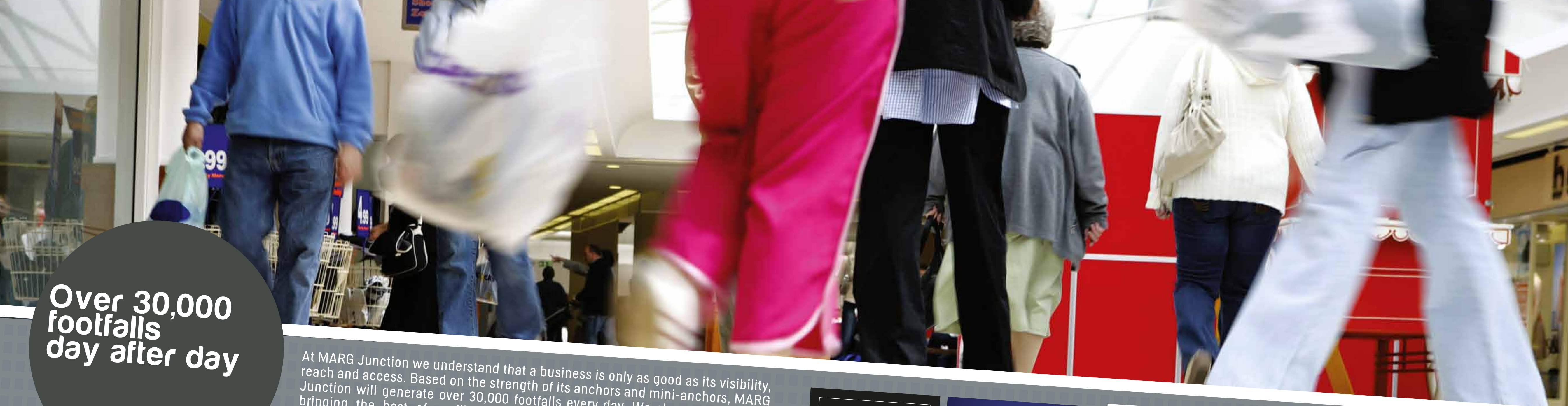


**500,000 sq.ft.
of space ensures
hassle free
parking**

There is nothing more frustrating than finding a “parking full” board at the mall. Keeping this in mind, we have scientifically designed the car park after conducting extensive simulations of traffic flow in and around the parking spaces, entries and exits. This ensures that customers spend more time shopping and less time parking. The combination of basement, multi-level, surface level, and mechanised car parking makes sure that there is no chance of being stuck in the car park. And the Professionally Managed Parking with automated ticketing system will make the trip to MARG Junction a pleasant experience.



- ABUNDANT PARKING FACILITIES - 3 LEVEL BASEMENT PARKING, 10 FLOOR MULTI-LEVEL CAR PARKING, SURFACE LEVEL & MECHANISED CAR PARKING
- 1300 CARS AND 1800 TWO WHEELERS
- TWO ENTRY POINTS AND TWO EXIT POINTS
- SCIENTIFICALLY DESIGNED BEST-IN CLASS PARKING
- MANAGED BY CAR PARKING MANAGEMENT PROFESSIONALS



Over 30,000
footfalls
day after day

At MARG Junction we understand that a business is only as good as its visibility, reach and access. Based on the strength of its anchors and mini-anchors, MARG Junction will generate over 30,000 footfalls every day. We also ensure this by bringing the best of vanilla brands that provide superlative shopping and entertainment experience like none other. With strong anchors like Shopper's Stop, PVR and HyperCITY you can be rest assured that your brand will be high on visibility, reach and access. Our customer centric, scientifically planned zoning ensures that you get plenty of relevant footfalls no matter on which floor you are. The advantages of having a customer-friendly environment and superior circulation ensure that there are no bottle necks.

SHOPPERS STOP
START SOMETHING NEW

PVR
CINEMAS | BE HERE

HyperCITY
There's more to discover.

PAVERS
ENGLAND
A European Brand. An Indian Hero.

MB

Wrangler®

Levi's
LEVI STRAUSS & CO.

ARCHIES™

adidas

Lee®



**More reasons
for customers
to forget home
for a while**

Customers get an electrifying experience at the entertainment zone. It allows them to swing a club, laugh at their friend's gutter ball, zap aliens with phaser rays, kiss a few bumpers, ride ponies and elephants. With its diverse mix of entertainment options like 7 screen cinema, mini golf, bowling, gaming arcade, etc. it offers unlimited fun and frolic for people of all age groups.

- BOWLING ALLEY, GAMING ARCADE, KIDS ZONE, MINI GOLF, SNOOKER, BUMPER CARS - ENTERTAINMENT PLAZA
- 7 SCREEN CINEMA, PVR PREMIERE CLASS CINEMA (FIRST TIME IN CHENNAI) WITH GOLD CLASS SEATS



**Food court,
fine dining, cafes,
fast food
and more to fuel
customers' fun**

All fun and no food can make any one a dull person. Why let your patrons energy drop? Turn their attention to the tastiest fuel available from all corners of the world. Just say Bon appetite with a smile and be ready for some more energetic shopping from your customers.

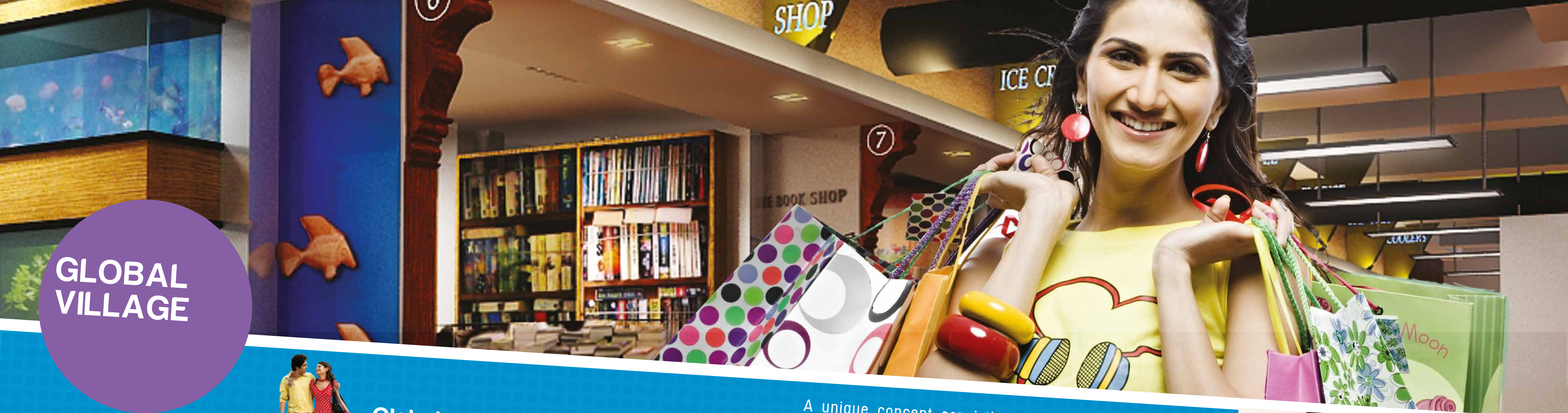
- 750 SEATER, 20 COUNTER FOOD COURT
- 5 FINE DINING RESTAURANTS
- 2 QUICK SERVICE RESTAURANTS (QSR)
- 2 CAFES
- A RANGE OF CUISINES ON OFFER

GLOBAL VILLAGE



Global artefacts under one roof

A unique concept consisting of a cluster of compact and interesting outlets numbering around 40, of different genres from across the globe viz. selling globally available artifacts, gifts, fabric, earthen ware, spices, flavors, fragrances, organic products etc., all under one roof with an approx. carpet area of 45,000 sq. ft.





Catch them while they unwind at the 26,000 sq.ft. of atrium spaces

When people have explored every inch of MARG Junction and their tired feet keep calling out to them to take a breather, all they have to do is just walk into our atrium. With a sprawling expanse of 26,000 sq.ft. and strategically placed leisure spaces, our atrium ushers people in and lets them take inertia to an all new plane. And for you, it is yet another reason to jump at the chance of leasing space in MARG Junction that promises to have more footfalls.

- ‘LINGER’ ZONES TO DO NOTHING BUT JUST RELAX
- 2 STYLISH CAFES TO REFRESH YOUR SPIRITS
- BOWLING ALLEY, GAMING ZONE & MULTIPLEX
- LANDSCAPED PERIPHERY & ATRIUM SPACES TO HANG OUT



Customer Centric Zoning

MARG Junction brings to you scientifically planned zoning to make your brand more visible at the mall and to maximise conversion rate by bringing more footfalls into your store. Zoning brings together different brands of similar categories at one location, this enables easier customer flow in the mall.

FLOOR	ZONING	BENEFITS FOR CONSUMER	BENEFITS FOR RETAILER
Lower Ground Floor	Hypermarket, Services and GLOBAL VILLAGE	Easy access to the parking bays (in basement).	Repeat customer base which results in more captive footfalls for the mall (expected daily footfalls of 4000 to 5000 per day for the hypermarket).
Ground Floor	International and National luxury / high-end brands	Introduces the aspiration and luxury quotient to shoppers.	Ensures that you are able to give a VIP treatment to your premium customers.
First Floor	Men's Wear, Sport Wear & Electronic Goods	Easy, fast and uncomplicated shopping experience for men who are generally impatient and functional shoppers.	Provides a hassle-free shopping experience for men and enhances the adjacency of men's merchandise.
Second Floor	Women's Wear, Kid's Wear Accessories and Home Needs	Creates a relaxed atmosphere to make shopping an indulgent experience for the modern Indian women of all ages and kids.	A separate zone for women's and kids' products and brands can gain from the adjacency of related category brands.
Third Floor	Food Court, Restaurants and Multiplex Box Office	The food court is strategically placed close to the women's and kids' area where much time is spent. And it's easy for movie goers to catch a bite before the movie.	Strategically located to draw footfalls across all floors and is also near to kids area.
Fourth Floor	Entertainment, Gaming & Wellness	Provides an unforgettable experience for those who like to hang out away from shopping and the usual crowd. It also serves as an environment for tired shoppers to unwind.	Helps in drawing the footfalls of high spending "young and young at heart" category across all floors thus enhancing the probabilities of their impulse purchase.



The most inviting factor at MARG Junction Mall . . . convenience

Who wouldn't want to be in a place where convenience rules the roost? In MARG Junction Mall quality services are at hand's reach. With services ranging from baby care to car spa, money changer to ATMs, customers don't have to run from pillar to post for their immediate needs.

- Crèche, Child Care & Nursing rooms, Play area, Restrooms on all floors, Car Spa, Health Spa / Salon, Money Changer, ATMs, Travel Desk, Kiosks, Photo Studio, Mobile Bill payments, Special facilities for physically challenged, Ambulance and First Aid. Directional Signage & Maps on each floor



Where the facts do all the talking

Developers	:	MARG Ltd.
Location	:	Karapakkam, OMR
Distance	:	From Tidel Park – 8 kms. From ECR – 4 kms. From Siruseri – 10 kms.
Area	:	Total: 1,831,000 sq.ft. Mall: 1,044,000 sq.ft. Hotel : 517,000 sq.ft. Offices : 164,000 sq.ft. Serviced Apartments : 106,000 sq.ft.
No. of Floors	:	Mall & Multiplex – 6 Hotel – 9 Serviced Apartments – 9 Office – 7

Gross Leasable Area (Mall Capacity)	:	6,56,000 sq.ft.
Power Back-up	:	100%
Communication	:	Provision for Dish, Voice and Data Risers, Junction box for cell phones
Safety	:	I-BMS (Intelligent Building Management System); Automatic Sprinkler system, Automatic smoke and heat detection system
Security	:	CCTV (internal and external locations) and manned security location
Circulation	:	26 high speed lifts, 24 escalators and 2 travelators
Artium Spaces/ External Landscape	:	26,000 sq. ft.

5 Star Hotel by Shangri-La at MARG Junction

250 room Hotel across 517,000 sq.ft.
50 Serviced Apartments across 106,000 sq.ft.



- 9 FLOORS
- EXCLUSIVE MULTI-LEVEL CAR PARKING FOR THE HOTEL
- ROOFTOP INFINITY SWIMMING POOL



164,000 sq.ft. business space that aids your growth

MARG Junction also offers office spaces located in an aesthetic environ that overlooks a pristine water body. Spread across 7 floors, with ample parking space and stylishly designed interiors MARG Junction is poised to become the most sought after office space on OMR.

- AROUND 1700 EMPLOYEES MAKE FOR AN ASSURED AUDIENCE FOR THE MALL



About MARG Group

MARG has nearly two decades of presence in the infrastructure spectrum. Since the opening up of the economy, MARG has partnered the nation's infrastructural development needs by entering into diverse verticals. Besides gaining rich experience and valuable learning, it has continuously evolved and strived hard to earn the coveted tag of a pioneer in national infrastructural development. Over the years the eventful journey has spanned Residential projects, Commercial real estate projects, SEZs, Ports, Townships, IT Parks, Malls, Airports...

Today, MARG Group rooted in values has risen to claim the top spot as one of the significant players in the industry. With over 1000 talented employees, the company has projects under development and execution worth Rs. 5,000 crores, total man years experience of 6,000 years and has diversified into various verticals in the infrastructure spectrum.

Visionary Founder behind MARG

With three decades of experience Mr.GRK Reddy has taken the leap of ability. His visionary leadership, steadfast belief and commitment to a larger cause have deservedly made him stand tall as the visionary founder and promoter of MARG Group.



URBAN & INDUSTRIAL CLUSTERS

To further contribute to the nation's industrial growth, MARG has moved into developing industrial clusters and SEZs. MARG Swarnabhoomi - The new paradigm for business, living and learning - (two SEZs) is being developed into a city that features world class infrastructure.



MARINE INFRASTRUCTURE & SERVICES

From ports to dredging to marine logistics, MARG has brought about a sea change to the marine infrastructure of the nation. MARG Karaikal Port is poised to become a premier port on the East Coast of India.



EPC

MARG Foundation India - MARG's very own EPC division is renowned to have pioneered infrastructural innovations. From roads and highways to residential constructions, from sea ports to airports, MARG Foundation India's expertise spans a wide spectrum of construction activities.



AIRPORTS

MARG is building an airport at Bijapur as a public-private partnership with the Government of Karnataka. The Bijapur Airport will enable better connectivity and bring all around development to the surrounding areas. Recently, MARG has also signed a proposal to build an airport in Bellary.



COMMERCIAL SPACES

In addition to a host of residential projects across Tamil Nadu and Andhra Pradesh, MARG has developed over 1 million sq.ft., of commercial space for clients like TCS, Satyam Computers and Scope International among others. MARG also builds malls that serve as complete entertainment zones.



RESIDENTIAL SPACES

The real estate residential division of MARG deals with the construction of quality residential spaces for people from all walks of life. Be it affordable homes or high-end luxury villas. MARG Proper *Ties* builds it all.