



PROJECT FACTS:

Project Name: North Country Mall
Date of launch: December 2012
Location: NH 21, Mohali
Construction Contractor: B L Kashyap and Sons
Designed by: TVS & Associates (US based)
Built up Area: 1.034 million sq ft

Number of Floors: G+2
Parking space: 3000 cars (incl. 1000 surface)
Ceiling Height: 5.5 m
Corridors: 10 m
Anchor Space: 0.335 million sq ft
Vanilla space: 0.255 million sq ft
FEC: 0.16 million sq ft

Signed brands: Marks & Spencers, Lifestyle, Home Centre, Shoppers' Stop, Reliance Mart, Reliance Footprint, Reliance Timeout, Reliance Trends, Big Cinemas, Kapsons, Store 99

and functionality and sheer customer delight," he added. The company is injecting over USD five billion to create, own and manage up to 30 regionally dominant malls anchored by the leading domestic and foreign tenants."

Key differentiators

Talking of key differentiating factors of the mall that would set it apart from others in the country, Anantharaman says, "Our emphasis is to create a uniquely fun and exhilarating shopping experience, featuring high ceiling, wide corridors, multiple points of access, superior parking in excess of 3000 spaces, contemporary western mall race track design for ease of customer traffic flow, distinctive and inviting storefronts and eye catching architectural elements. Important off site improvements to NH 21 are also being done by the company like slip roads, traffic control and road widening to ensure that our customers may access the mall both coming and going with no traffic congestion".

Philosophy of the mall

"Gumberg will lease, manage and operate the real estate in perpetuity, unlike the build and sell model, which is typical in the market. It will be an anchor-based model to drive footfalls to the mall allowing small tenants to achieve maximum sales per sq ft. We believe in long-term sustainable partnership with retailers that ensures continual reinvestment in properties for perpetual success," shared Anantharaman.

Why Mohali?

In excess of 12 months have gone into studying the tri-city market as well the top seven cities of India (by population) and performing many hours of due diligence before settling on this particular parcel of land. "We believe that the customer residing in this particular trade area meets or exceeds our criteria for a successful operation and launch of the project. We are not building and creating a mall just for Chandigarh or Mohali but we are creating a destination and a



"We hope to change the retail paradigm in India for decades to come"

– **B Anantharaman**, managing director and CEO, Gumberg India

sense of place for entire Punjab. This particular site will enable us to create a dominate retail centre that would be the favoured shopping and dining experience for the entire area."

Customer centricity

Towards ensuring a customer centric approach, the mall's amenities will be focused on the needs and wants of the customer. "Our goal is to become woven into the fabric of the community so that every important event that is taking place within the trade area will be identified with our project.

"Our job is to house the very best brands in an appropriate anchor to vanilla ratio. The mall will have a huge selection of F&B and perfect merchandise mix to fit all the needs of the residents of Punjab," says Anantharaman.

Background

The parent company, JJ Gumberg Co, headquartered in Pennsylvania, USA, is a third-generation, global real estate development company. One of the established industry leaders, for nearly 85 years, the company is focused on creating institutional-quality, large-scale retail properties and is one of the largest privately held retail real estate developers in the United States.

JJ Gumberg properties host many of the world's largest department stores, such as Walmart, JC Penney, Sears, Target, Kohl's, as well as other retail category leaders including Home Depot, Best Buy, Barnes & Noble, Jo-Ann Stores and Staples. ●

Gumberg Launches Flagship Mall in Mohali

North Country Mall in Mohali, the flagship mall developed by Gumberg India, subsidiary of the US-based JJ Gumberg Co., and co-promoted by Sun Apollo Real Estate Private Equity Fund, is under construction. The mall is already pre-leased over 50 per cent to major national and international anchor retailers.



Confident of a timely delivery, the mall is to be launched by December 2012. Being built on a sprawling complex of 21.6 acres of prime space in Mohali, the North Country Mall is poised to be the biggest mall in Punjab having retail space of one million sq ft. Construction Contractor for the project is B L Kashyap and Sons.

The mall will house a nine-screen multiplex providing 1800 seats including the iconic Imax theatre, a lavish 36,000 sq ft food court encompassing fine dining outlets, 100,000 sq ft hypermarket and over 250 shops housing premium brands. It will be truly a revolutionary shopping experience for the consumers in the tri-city of Chandigarh, Mohali and Panchkula with major anchors like Reliance Mart, Big Cinemas, Lifestyle, Shoppers Stop, Marks & Spencer, Reliance Trends, Timeout, Footprint, and other retailers such as Kapsons and Store99.

Located on NH-21, the mall has 375 ft of frontage making it a distinctive landmark. It enjoys the prime location advantage as it is accessible from all parts of the Tri-city region. The superior ingress and egress, and copious surface and basement parking for 3000 cars at the mall aims to give visitors a hassle-free shopping experience.

The western style mall concept has been designed by US-based architects, TVS Design. The design will position the mall to attract newly affluent and empowered middle-class consumers, balancing

openness and accessibility with a sense of newness, sophistication, and wonder. The mall will feature grand drop-off points, large surface parking fields, and expansive central atriums to provide distinctive branding and leasing opportunities as well as ample public space for community-centric events.

"We hope to change the retail paradigm in India for decades to come," says managing director and CEO, B Anantharaman. "Each of our malls would have the best in class – world class design, positive ambience