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GREAT INDIA PLACE, DEHRADUN

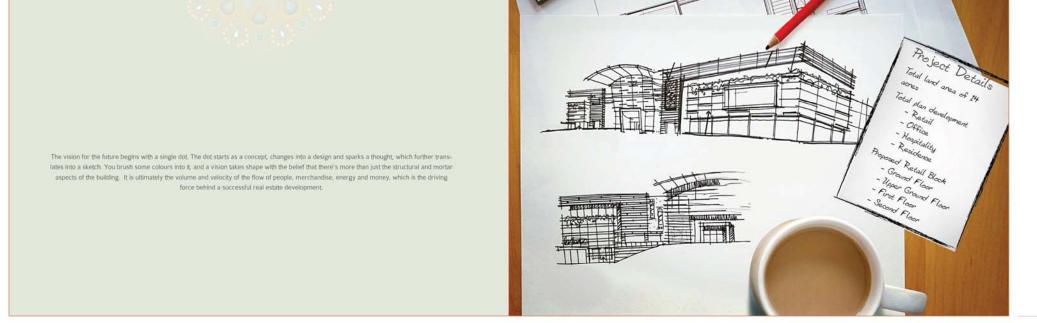


WHERE ALL THE SENSES MAKE SENSE.



FUTURE FUTURE













Dehradun is one of the best kept retail secrets in the heart of Uttarakhand. Being a popular tourist destination and the new state capital. Dehradun is fast transforming into a technological and educational hub. The high population and increasing influx of tourists and students make Dehradun an attractive destination for investment in retail and real estate. Furthermore, the proliferation of the youth in the city has increased the levels of aspiration, lifestyle and affluence as they are the early adopters of the latest trends in fashion, entertainment and technology, Surely, Dehradun has all the ingredients to script a splendid retail story.

PULATION EMPLOYS

As per the 2011 linear census provisional figures, the Dehradun detrict has a population of 16, 98, 56. The Decadal growth rate liss imped up from 25% (1991–2001)

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EMPLOYMENT-

Dehradun's new found capital status has affracted newer employment avenues, Currently just 0.9% is unemployed.

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INCOME

Detraction has a per capita income close to \$2400 (national average \$800), and has enjoyed strong economic growth in the fast 20

Same Meanure to be expressed

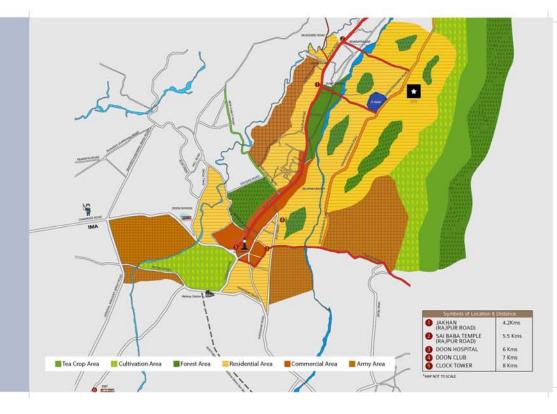




Located at the Sahastradhara Road, The Great India Place, Dehradun is part of the largest privately-owned development in the city that promises to offer retail, entertainment, leisure, top-of-the-line hospitality, best-in-class office complex and high-end residences. Spread across 14 acres, this development is a quick 10-minutes drive from the prime locations of Dehradun like Rajpur Road, ISBT, Railway Station, Airport and the Clock Tower.

As the potential new heart for the growing region of Dehradun, this development has an opportunity to provide an exciting place for people to live, work, stay and play. By taking advantage of its exciting location, topography, weather and mixed use offering. It will attract a significant market of residents, students, workers and shoppers to the growing suburban district.



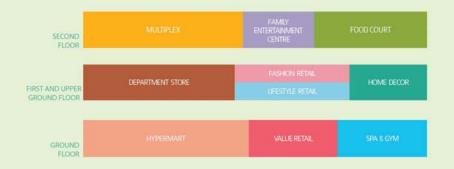


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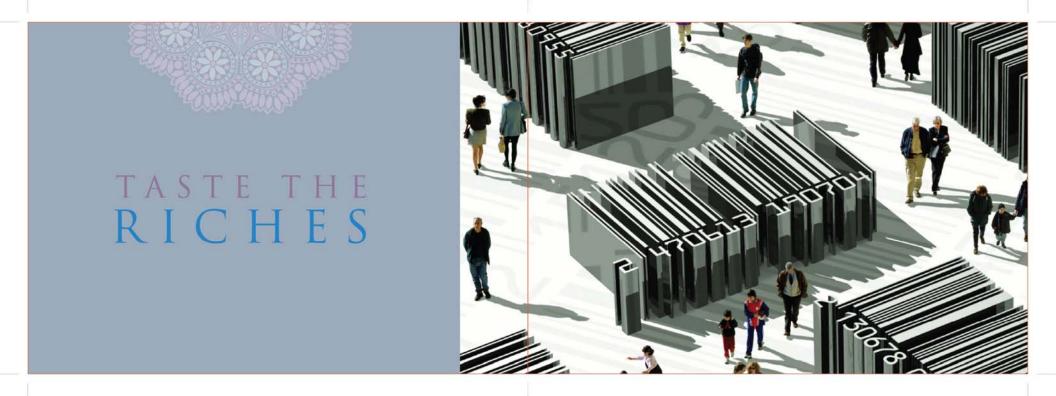




CHOREOGRAPHING MEMORABLE SHOPPING EXPERIENCES



Understanding the shoppers and their shopping behaviour like 'how they shop', 'what they shop' and 'why they shop for whatever they buy', the Collage Group and Unitech create retail landscapes and shopping experiences that people love to come back to. Known for their great designs, they create spaces for different categories (like impulse purchases, daily needs, luxuries, dining and entertainment) under one roof. This 'science of shopping' has been used to design The Great India Place, Dehradun in order to create an environment that will bring more and more people and add value to the brands that will invest in it.







R E T A I L Therapy

Gone are the days when shopping used to be based purely on shopper's needs. Today, it's a fun-filled outing for the entire family. Catering to the value-seeking housewives, the youth with high aspirational lifestyle, the kids looking for fun, and the elderly looking for relaxation. The Great India Place. Dehradun will be a delight for everyone in the family, and a great opportunity for the investors.

ONE-STOP ENTERTAINMENT CENTRE

Housing renowned international and national lifestyle brands.

The Great India Place, Dehradun is going to be a world class family
entertainment centre having the city's largest multiplex,
amusement zone, gaming zone and exotic gardens.

Offering the latest rides, gaming machines and a multiplex. The Great India Place, Dehradun will choreograph unmatched shopping experiences for the entire family, and build exciting business for both its retailers and investors.





FOOD COURT

The Great India Place, Dehradun will house the city's first multi-cuisine food court. 'The Taste of India'. Spread across several thousand square feet, the food court will have many individual counters offering lip-smacking cuisines from various states of the country, From the Chowpatty Chaat of Mumbai, Daai Baati of Jodhpur, deep fried Amritsari Fish, Kokam Cola of Kerala to the Mishti Doi of Kolkatta, the customers will have a vast array of mouth-watering cuisines to choose from.

WORLD-CLASS CINEMATIC EXPERIENCE

Cinema has been the entertainment anchor for mails by being the robust footfall driver. The multiplex in The Great India Place, Dehradun will cater to the evolving tastes of today's consumers by providing superior and hi-tech movie viewing experience through its top class projection systems, digital tri-amplified surround sound technology and luxurious, fully-reclining seats having unparalleled legroom.





With a nationwide spread of world class retail and entertainment destinations to its advantage. The Great India Place works with one of the best-in-class consultants, internationally acclaimed architects; light and design experts, sound and acoustic specialists, and experienced facility management teams.

Working with internationally acclaimed architects like RTKL (UK), WSP (UK) and UnicK (UK) Collage Group and Unitech have earned a name for building high quality themed environments and attractions.

Aesthetically designed, The Great India Place, Dehradun will be a unique and well-balanced mix of aspirational and high street retail. Every section of the mall will have a distinguished character in itself. While the outer mall will be designed with a combination of ACP and stone cladding, which will complement the natural surroundings of the development, the interior will be designed in pallets of warm colours, textures and filtered light. With astute detailing, the design architects have ensured that natural light penetrates through all the sections of the mall. This will add to its aesthetics and create a distinctive experience throughout the mall.

RTKL (UK) RTKL Associates founded in 1946 is ranked among the top

tonce accretions as grown in estates a regulation as a beader in the design of chievas and leasure reliated projects. The firm has successfully completed projects across the globe – including a multitude of projects in Scotland, UK, Argentina, India, Indonesia etc. Some of their projects have



SIGNATURE TOWERS

Spread over 200,000 Sq. Ft., this state-of-the-art office complex provides a dynamic work setting matching international standards. Its close proximity to the CBD and 200 acres of IT park will automatically generate demand for quality office space.

- . Easy access to restaurants, movies, shopping and other entertainment options
 - · Air-conditioned lifts, lobbies and reception areas
 - Ample surface and basement parking space
 - · 100% power backup





THE RESIDENCES

The premium residential apartments are surrounded by reserve forests with a commanding view of the Mussoorie Hills. Planed as a exclusive neighborhood with a limited number of flats, where BUY- INS are by invitation only. All this, without having to compromise on one's lifestyle with the Great India Place Mall being next door- movies, shopping, entertainment, restaurants, an office complex and a 4-star hotel in immediate vicinity.

HIGHLIGHTS

- A total of 84 apartments spread across 6 towers
- + 2 8 3 bedroom apartments with attached servant quarters, ranging from 1,500 to 3,000 Sq. Ft.
- 100% power backup
- · Landscaped open areas
- Ample parking space

4-STAR HOTEL

The proposed hotel complex will be operated by a reputed international chain of hotels. This 100-room hotel will offer splendid views of the mountains and the adjoining reserve forests.







ACHIEVEMENTS

- The Great India Place, Noida and Metrowalk, Rohini received the Cityscape Award 'Seal of Distinction' in 2009 for real estate.
- The Great India Place, Noida has won the ISCF Award for the best design in 2008.

unitech

Established in 1972. Unitech is India's leading Real Estate Company today. With more than 40 major ongoing projects and land reserves of nearly 14,000 acres spread across the country.

Known for its superior quality of construction, Unitech is the first real estate developer to attain ISO 9001:2000 certification in North India. It is also the recipient of the CW Architect and Builders Award 2008 for being one of India's Top Ten Builders. The Unitech brand is well recognized in India and was conferred with the title of 'Superbrand' by Superbrand India in October 2007. Having delivered about 1.25 million Sq. Ft. of retail spaces, Unitech aims for an additional 1.4 million Sq. Ft. in the next 5 years.



The Great India Place, Nolda is like a dream come true for every investor: it is one of the most successful and unique mails attracting people from over the National Capital Region of Delhi. With its large anchor stores, multi-brand retail options, high street fashion brands, white goods and consumer electronic shops, varied dining options and multiple entertainment places, this mall is a constant hub of activity with annual footfalls of 10 million and annual shopping billing of US\$ 300 million.

Part of 147 acres of mixed use development comprising entertainment, retail and hospitality. The Great India Place, Noida has over 10 lakh Sq. ft. of GLA and boasts of over 240 varied outlets. The Great India Place, Noida is a testimony of Unitech's ability to build, promote and manage one of the most yibrant malls in the country.





Founded in 1990, the Collage Group is a research and knowledge-driven real estate firm specializing in retail and residential real estate developments. In a reliability span the group has achieved a pan-Indian presence with origining projects in various parts of the country like Punjab, Uttarakhand, Uttar Pzadesh and Maditya Pzadesh. After delivering close to 1.5 million 5q. ft, of reademinal space in the cities of Bhopal and Amribar, last year, in April 2010, the group univelied its first world class integrated retail entertainment and leisure compass. Viva Collage spread over 650000 Sq. Ft. in Jalandar, Punjab. Viva Collage is now home to over a 150 leading national and international retail brands like Lifestyle. Big cinemax, Big Bazar, Reliance Trends, Reebols, Nike, Crocs, Firm City etc with an annual estimated football of over 9 is million visitors.

Committed to creating a world class retail infrastructure for the Indian shopper, the Collage group aims to deliver 2.5 million Sq. ft. retail space in the next 2-4 years in the

cides of Bhopal, Dehradum and Kanpur.

There is a strongly held belief in the Collage Group that "PEOPLE MAKE SPACES" and in the world of retail developments, ultimately the volume and velocity of flow of people.

EXPERTIESE-

- . Domain knowledge and expertise on customer's 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 conversation
- · Next generation of facilities management that delivers a positive and superior environment for shoppers to be in
- Marketing disruptions that drive footfalls, repeat visits and multi-outlet spends.

Collage works with internationally acclaimed architects like RSP (Malaysia), RTKL (UK), Zachary Designs (UK), Unick (UK) and WSP (UK), and incorporates the latest in architectural and design capabilities.

A diversified conglomerate, Collage Group also has business interests in Sports Management and International Trading Services









