



OMR - Chennai's most potential business corridor



Scope International - OMR

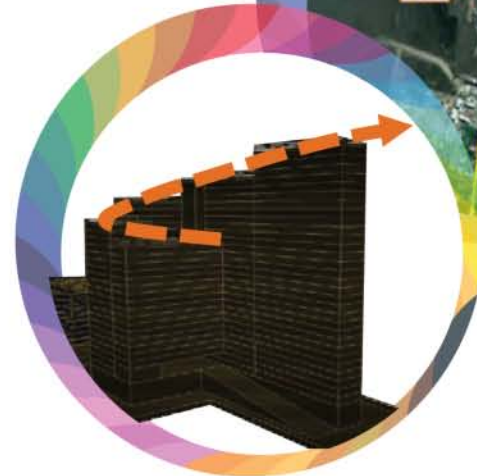
Mahindra Satyam - OMR



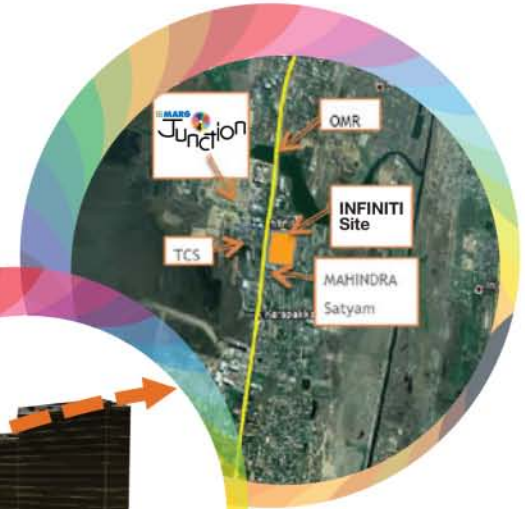
TCS - Siruseri



TCS - OMR



MARG Ininiti - Super premium apartments





CATCHMENT HIGHLIGHTS

- Mid-point of Chennai's IT corridor, equidistant from Madhya Kailash and Siruseri
- Captive cosmopolitan population in IT Corridor is 3.9 lacs (1.75 lacs presently employed) and additional 2.6 lacs from secondary catchment areas
- New Housing in OMR accounts for over 50% of the city's recent launches
- Access from GST road adds another catchment of 2 lacs. Currently these consumers are travelling to downtown malls for shopping
- The IT corridor is used by North Chennai residents for visiting Mahabalipuram on weekends offering stop-by shopping opportunities
- Numerous educational institutions with over 35,000 students and faculty are based on OMR / ECR
- Total catchment translates to almost a million footfalls a month (30,000 footfalls /day)

THE OMR ADVANTAGE



LOCATION UNIQUENESS

- The mall is situated at Karapakkam, OMR which is a catchment of high salaried individuals in an upmarket suburb with high propensity to spend
- The demand and supply for residential and commercial spaces on OMR are growing at a tremendous pace creating the need for organized retailing
- However, this growth is yet to match the development in the retail sector
- Lack of a mall on the entire OMR stretch creates a large untapped captive market
- OMR alone has witnessed an absorption of around 66% which is better than the 64% average absorption of Chennai residential market
- 15 – 20 minutes drive from posh' ECR & South Chennai residential areas with high disposable income
- Shorter driving time compared other city areas as OMR is a 6 lane expressway



OMR's SEAMLESS CONNECTIVITY

- The project site is just 2 Km north of Sholinganallur, a prime junction providing direct access to ECR (the scenic entertainment corridor), Siruseri in the south and Medavakkam / Tambaram via GST road in the West
- Some of Chennai's well-known schools have campuses in OMR - such as PSBB, BVM, Gateway, GT Aloha and Hiranandani School
- The neighborhood is also home to reputed hospitals - Global Hospital, Lifeline Hospital and Chettinad Hospital
- A proposed 40 km elevated corridor is planned by the government on OMR

