



PRESTON
PRIME
MALL & MULTIPLEX


We're Leasing



PROPERTY
DEATILS



WHY PRESTON
PRIME?



LEASE AREAS/FLOOR
PLANS



PROPERTY DETAILS

Preston Prime Mall is currently in advanced stages of construction

Expected to commence operations in Q4 2017

Optimal tenancy mix proposed as part of the retail mall to target the appropriate tenant categories

PRODUCT CATEGORIES ENVISAGED:



RETAIL
45707 SFT - Ground &
1st Floor



GAMING
(Family entertainment
Center) - 25996 SFT -
2nd Floor



**RESTAURANTS & FOOD
COURT**
60496 SFT - 3rd & 4th
Floor



MULTIPLEX
4 SCREENS - 5th & 6th
Floors

Typical floor plate is 25000 sft

LAND AREA
1.5 ACRES

MALL AREA
181,550 SFT

FLOORS
4B+G+5

45+
STORES

240
CAR PARKS

WHY PRESTON PRIME?

KEY FACTS : HYDERABAD

Hyderabad Metropolitan Region ~ 2nd largest urban conglomeration in India (in terms of area)

Established as an important hub for knowledge based sectors (viz. IT/ ITeS and bio-tech) and manufacturing sector (viz. pharma, rubber, chemicals, aerospace, etc.)

Enhanced intra/ inter city connectivity owing to superior transport infrastructure



CITY POPULATION
10.0 MILLION



LANGUAGE
TELUGU



LITERACY
82.96%



DISTINCTIVE POINT
CITY OF PEARLS



PREVALENT INDUSTRY
IT/ITeS & Pharma



LOCATION OVERVIEW

Preston Prime Mall is located in Gachibowli towards west Hyderabad

Location forms part of established **IT/ ITeS** and **residential hub**

Significant **real estate activity** witnessed across segments

Well connected to the international airport and other key economic nodes

HITEC CITY
3 - 4 KMS

FINANCIAL DISTRICT
8 - 9 KMS

CBD
12 - 13 KMS

SECUNDERABAD
19 - 20 KMS

RGIA
31 - 32 KMS


COMMERCIAL OFFICE
41.2 MN SFT.


RETAIL
2 MN SFT


RESIDENTIAL
63,561 DU'S


HOSPITALITY
3,569 KEYS

- 1** NH-44 to Bangalore
- 2** Outer Ring Road (Ph 2b - Stage 1&2)
- 3** Outer Ring Road (Ph 1)
- 4** Outer Ring Road (Ph 2b - Stage 3)
- 5** NH -202 to Bhopalpatnam
- 6** NH - 65 to Vijayawada
- 7** NH - 65 to Mumbai
- 8** NH - 44 to Nagpur
- 9** State Highways
- 10** MRTS Line 1
- 11** MRTS Line 2
- 12** MRTS Line 3
- 13** Inner Ring Road
- 14** PVNR Expressway



ACCESSIBILITY

Based on the envisaged entry and exit points, **Old Mumbai highway forms the primary access road for the mall**

Outer Rind Road (ORR) ~ access from Airport, Kokapet, etc.

Old Mumbai Highway ~ access from Lingampally, Financial District, Shaikpet, Tolichowki & Jubilee Hills

Gachibowli - Miyapur road ~ access from Kondapur & Hafeezpet

HITEC City road ~ access from HITEC city and Madhapur

Inorbit Mall road ~ access from Kavuri Hills

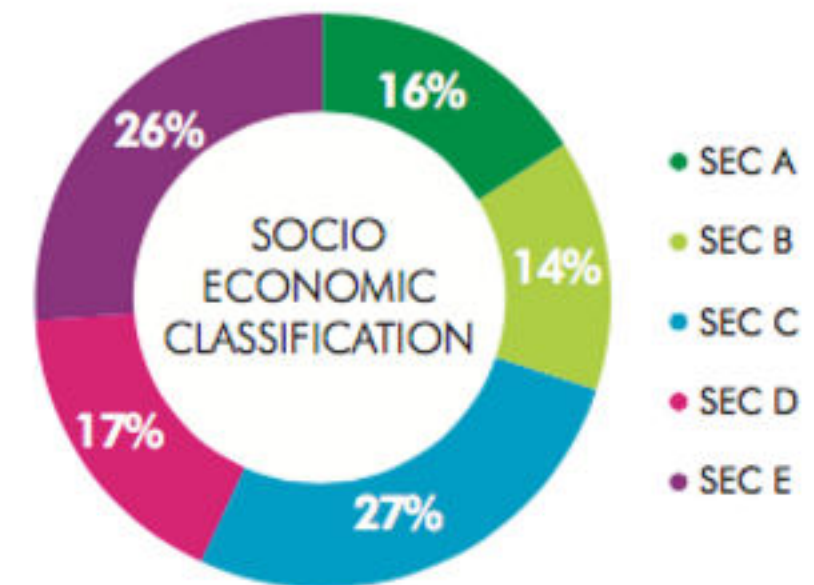




POPULATION DEMOGRAPHICS

- 1
107,291
 Gachibowli, HITEC City, Kondapur, Madhapur, etc.
- 2
147,049
 Lingampally, BHEL, Tellapur, etc.
- 3
70,313
 Shaikpet, Manikonda, Tolichowki, etc.
- 4
48,272
 Nanakramguda, Kokapet, Narsingi, etc.

| | | |
|---------------------|---|-------------------------------------|
| Existing Population | ▶ | Expected Population in next 5 years |
| 400,083 | | 554,612 |



CATCHMENT ANALYSIS

Catchment comprises of key micro markets such as **HITEC City, Kondapur, Gachibowli, Nanakramguda, Lingampally, etc.** ~ location perceived to be as the **most organized real estate destination in Hyderabad**

Catchment affluent in nature & can further be classified into four zones ~ economy being driven by IT/ITeS activity

Substantial part of the catchment (approx. 30%) is expected to belong to SEC A and SEC B categories*

*SEC A: Most affluent households, includes those whose Chief Wage Earner is a businessman or professional or a executive/manager and where the highest educational qualification of adult household members is graduate/post-graduate level

*SEC B: Households in the second rung of affluence, includes those whose Chief Wage Earner is a school educated business man or graduate/post graduate skilled worker and where the highest educational qualification of chief wage earner is graduate/post graduate level

RESIDENTIAL SNAPSHOT

Influence region characterized by **increased development activity** ~ significant number of **large scale integrated townships** (villas & apartments) expected to be completed in the next 3 – 5 years

Preston mall to be the first retail development to cater largely to the upcoming residential catchment along the ORR and other emerging micro-markets such as Nanakramguda, Kokapet, Narsingi, etc.



Total Existing Residential Supply
31,324 units



Expected increase of population in next 5 years
~160,000



Upcoming Residential Supply
40,000 units



Estimated Household Income*
80,000 – 100,000 INR/ month

Average Villa Ticket Size
~ INR 35 – 50 million

Average Apartment Ticket Size
~ 5.5 to 9.0 million

Note : Stock Particulars & Capital Values ~ Primary catchment Q4 2016, * assuming 20% eligibility criteria of the average ticket size in the influence region

● Upcoming villa inventory
3,000 units

● Upcoming apartment inventory
37,000 units

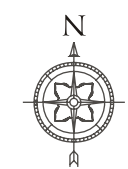
Ground Floor Plan

TOTAL AREA: 20,743 SFT



First Floor Plan

TOTAL AREA - 24,964 SFT



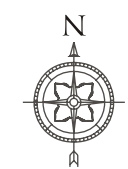
Second Floor Plan

TOTAL AREA - 25,996 SFT



Third Floor Plan

TOTAL AREA - 25,996 SFT

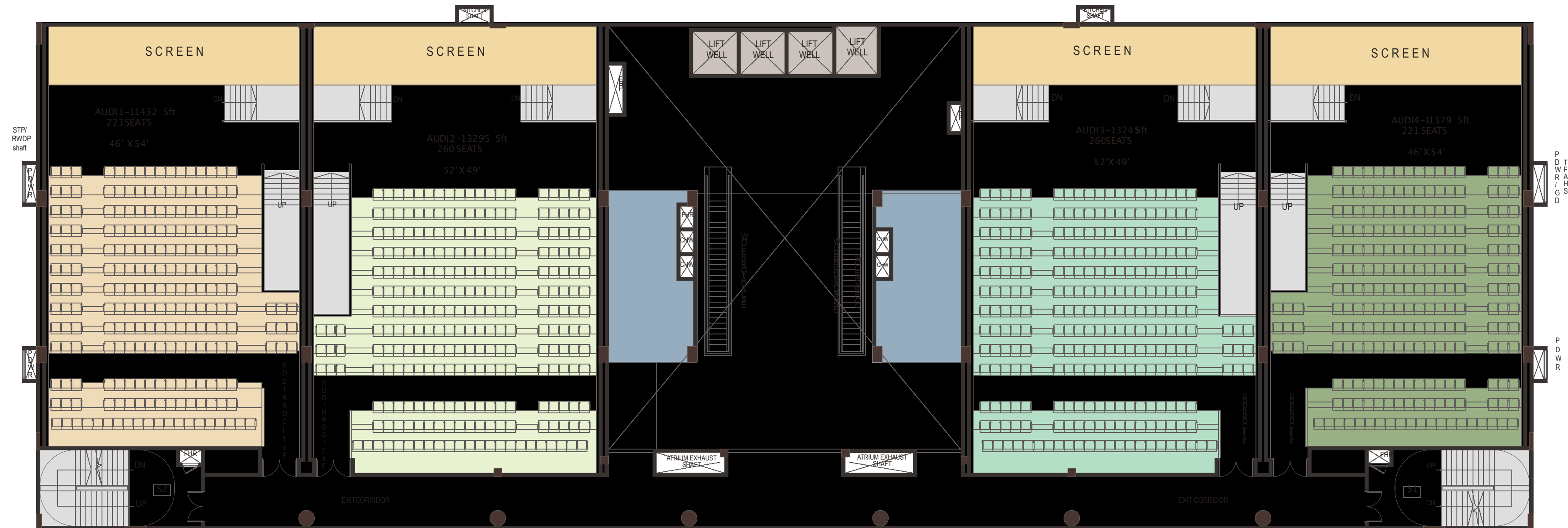


Fourth Floor Plan

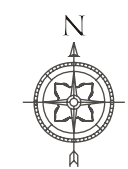


Fifth Floor – Multiplex

TOTAL AREA – 49,351 SFT



Box ofce area is provided in the Ground floor. Projector room, Server room & back ofce are provided in upper level.
Concession areas & Toilets are at Audi entry level.



Gallery



Get in touch with us



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