

# ELAN PARADISE

NIRVANA COUNTRY  
SECTOR-50, GURGAON

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3. WHY TO INVEST IN ELAN NIRVANA?

# ELAN PROJECTS



ELAN GROUP IS RENOWNED DEVELOPER FOR ITS RETAIL AND COMMERCIAL PROJECTS IN GURUGRAM

ITS LAST LAUNCHES **EPIC, MIRACLE, TOWN CENTRE & MERCADO** HAVE DELIVERED **HIGH RETURNS** TO ITS INVESTORS IN A SHORT PERIOD

AS A NEXT ADDITION TO ITS SUCCESS PILLARS, ELAN IS COMING UP WITH ITS LUXURY RETAIL PROJECT IN SECTOR 50, "**ELAN PARADISE**"

THIS REPORT DETAILS THE CATCHMENT PROFILE OF THE SITE

# AERIAL VIEW OF THE SITE



< FRONT  
BACK >



1. LOCATED IN HEART OF SECTOR 50
2. SURROUNDED BY AFFLUENT SOCIETIES
  - NIRVANA COUNTRY VILLAS
  - HIBISCUS
  - NORTH CLOSE / SOUTH CLOSE
  - FRESCO APARTMENTS
3. MOST PREMIUM RETAIL SITE IN THE VICINITY OF 3 KMS

# 360 DEGREE SITE EVALUATION

PAST PROJECTS  
PERFORMANCE



CATCHMENT  
CONSUMER BEHAVIOUR



CATCHMENT  
CONSUMER PROFILE



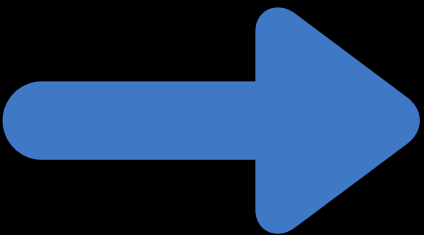
PRODUCT  
FEATURES





# LET'S LOOK AT THE COMMERCIAL PROJECT'S PERFORMANCE IN CATCHMENT AT TWO LEVELS

PAST PROJECTS  
PERFORMANCE



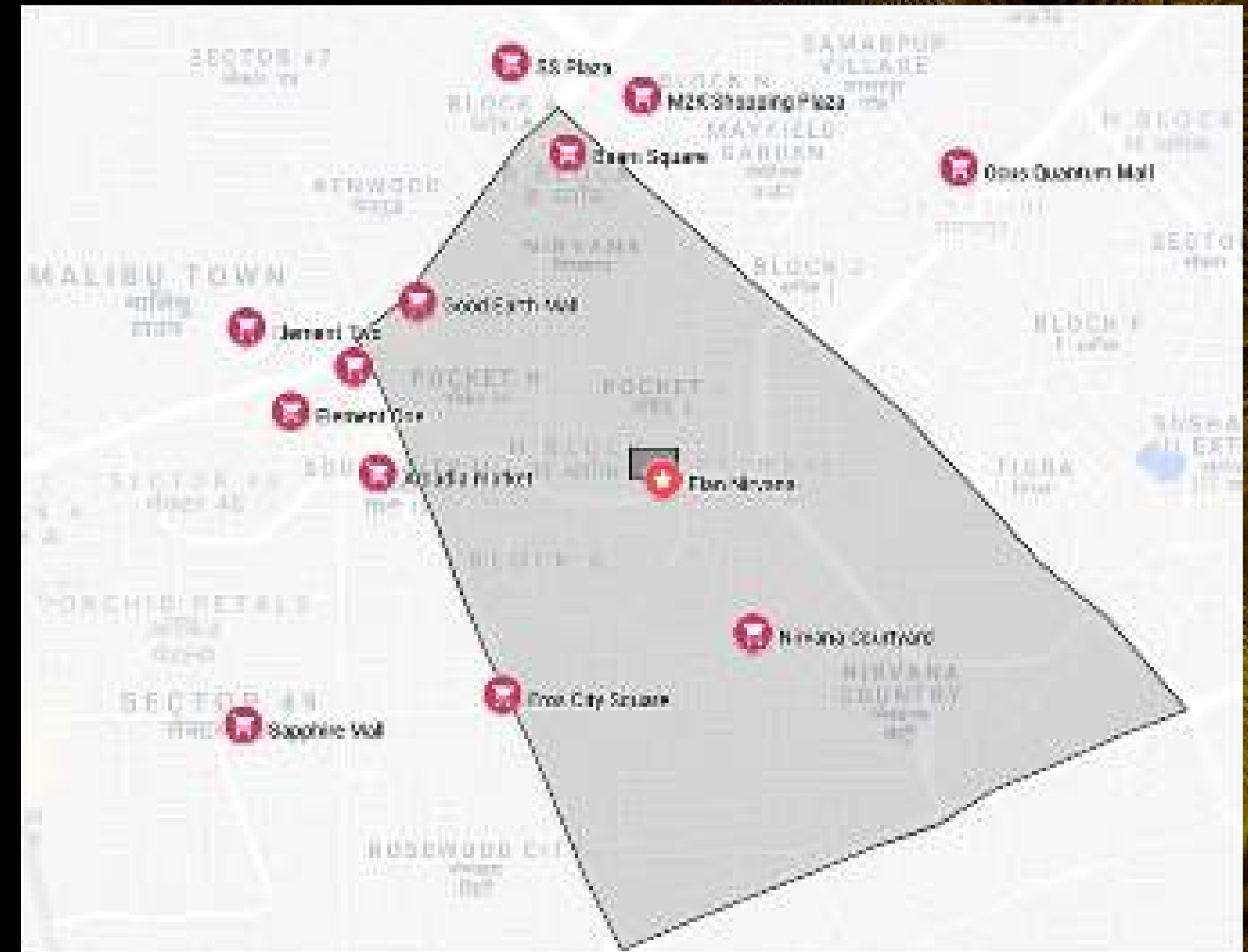
RENTAL  
REALIZATION



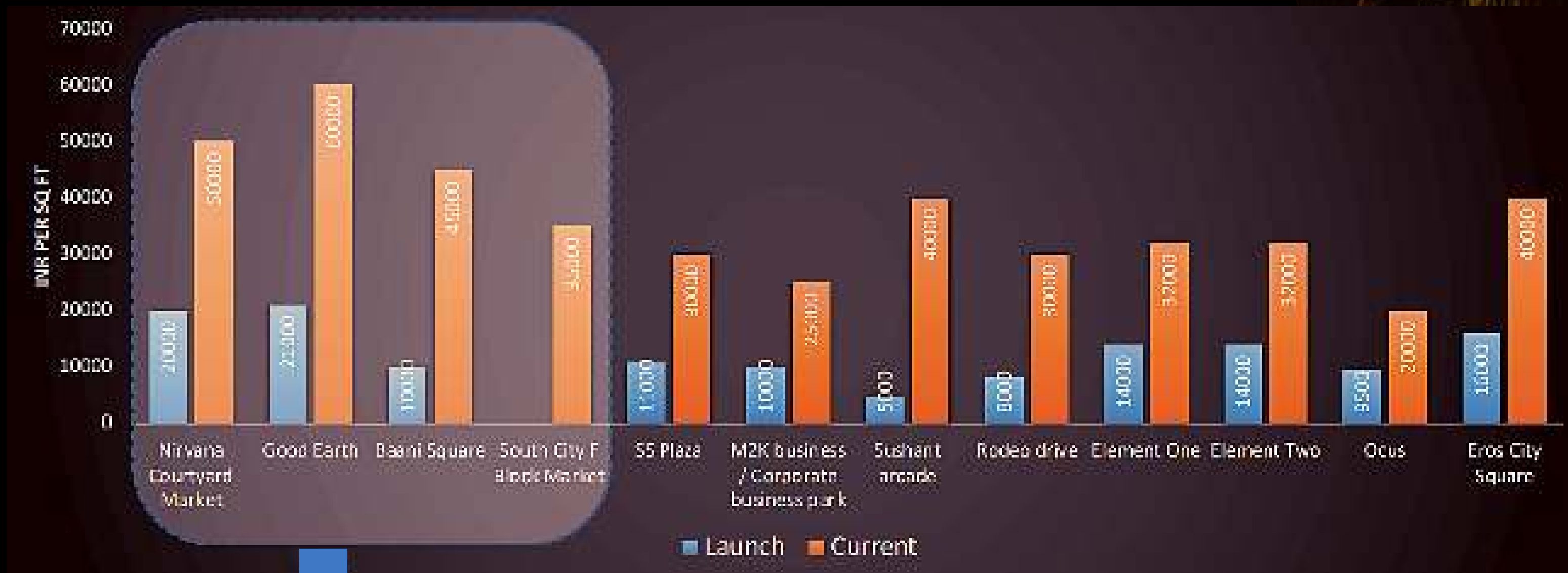
COMMERCIAL PROPERTY  
APPRECIATION

# RETAIL & COMMERCIAL PROJECTS IN THE VICINITY

- ABOUT 12 SHOPPING HIGH STREETS/COMPLEXES IN THE VICINITY OF 2-3 KMS
- MOST POPULAR HIGH STREETS IN THE IMMEDIATE CATCHMENT OF SECTOR-50 INCLUDING GOOD EARTH, BAANI SQUARE AND NIRVANA COURTYARD
- SECTOR 50 SHOPPING STREETS WITNESS HIGH FOOTFALL VIS-À-VIS THOSE IN EXTENDED CATCHMENT
- ELAN PARADISE IS LOCATED AT THE HEART OF THE SECTOR
- THE SITE IS LIKELY TO DRAW MAXIMUM TRACTION



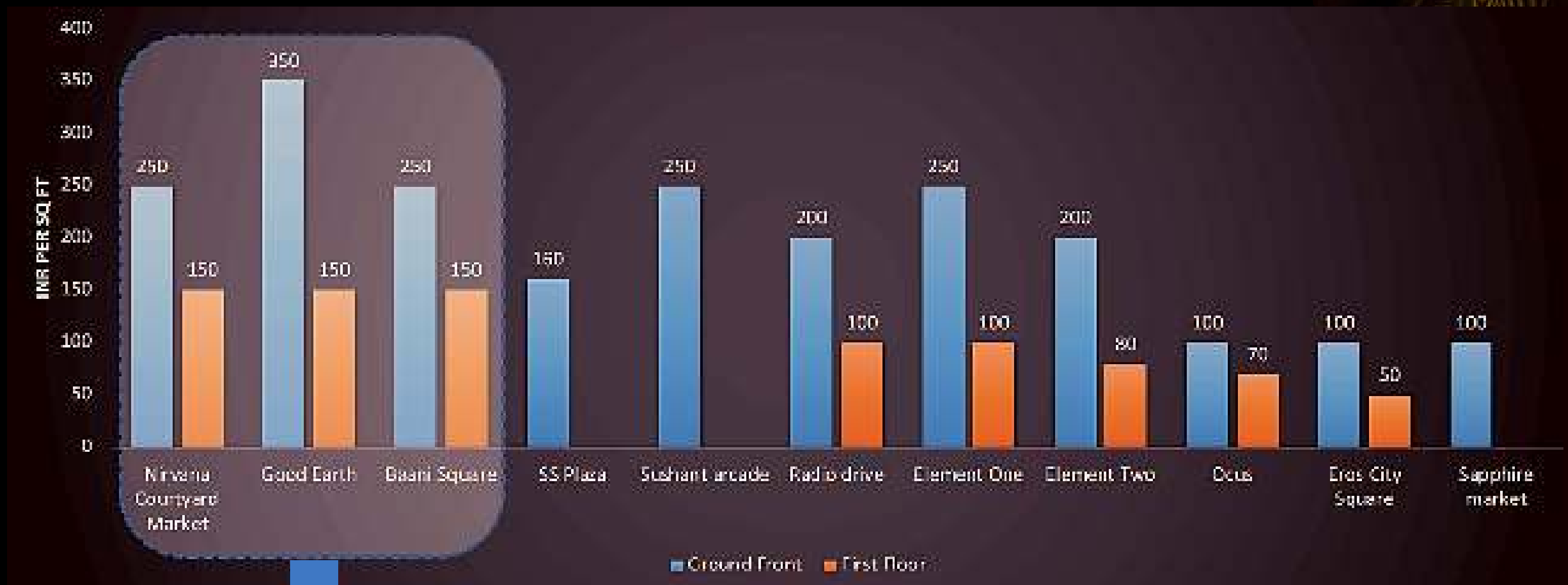
# HIGHEST APPRECIATION IN THE SECTOR 50



- CAGR GROWTH OF 19% FOR GOOD EARTH IN 6 YEARS (IT STARTED SELLING IN 2014 POST LEASING OUT)
- CAGR GROWTH OF 11.34% FOR BAANI SQUARE SINCE 2006 LAUNCH



# HIGHEST RENTAL REALIZATION IN SECTOR 50



- MORE THAN 5% RENTAL REALIZATION IN SECTOR 50



# FIRST COMMERCIAL LAUNCH AFTER 10 YEARS



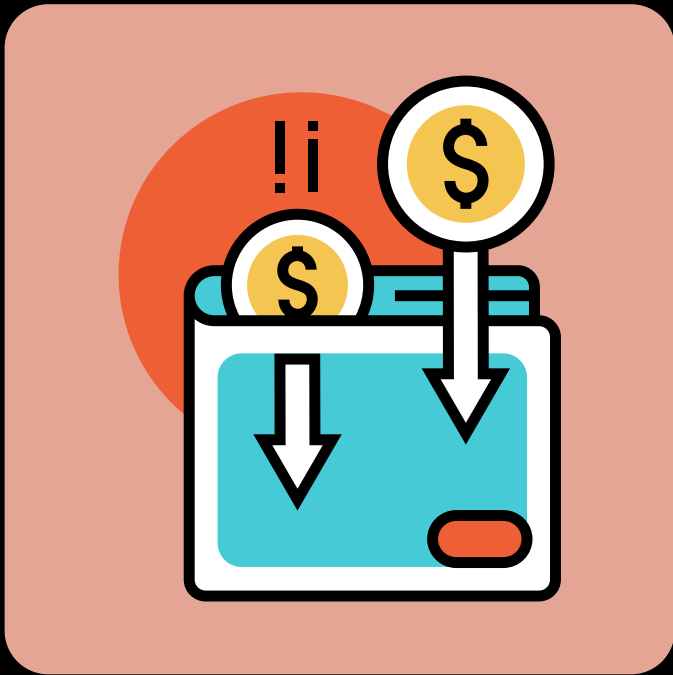
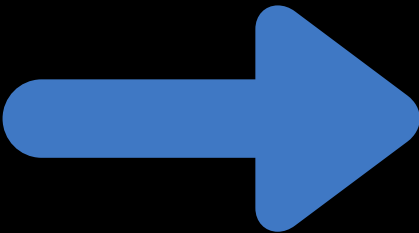
# LACK OF RIGHT MIX FOR ENTERTAINMENT & SHOPPING

MIX	ELAN PARADISE	NIRVANA COURTYARD	GOOD EARTH	BAANI SQUARE	SOUTH CITY 2 F BLOCK
FOOD COURTS	✓	✗	✗	✗	✗
OPEN PLACE TO SIT	✓	✗	✗	✓	✗
PARKING SPACES	✓	✗	✓	✓	✗
FINE DINING RESTAURANTS	✓	✓	✓	✓	✗
HYPER MARTS	✓	✓	✓	✗	✗
MULTIPLEX	✓	✗	✗	✗	✗
KID PLAY AREA	✓	✗	✗	✗	✗
WATER FOUNTAIN	✓	✗	✗	✗	✗
FRONTAGE & FAÇADE	✓	✗	✓	✓	✗

DESPITE HAVING SUCH AN AFFLUENT CATCHMENT, NO HIGHSTREET OFFERS THE RIGHT BLEND OF ENTERTAINMENT & SHOPPING EXPERIENCE IN THIS AREA

# CATCHMENT PROFILE AROUND THE SITE

CATCHMENT  
CONSUMER PROFILE



INCOME PROFILE



LIFE STAGES

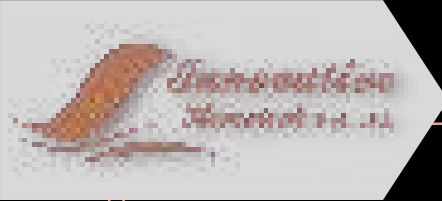


# DENSE CATCHMENT WITH MORE THAN 15 AFFLUENT SOCIETIES IN PROXIMITY OF 2-3 KMS

1. NIRVANA COUNTRY
2. HIBISCUS
3. NORTH CLOSE / SOUTH CLOSE
4. FRESCO
5. WEMBLEY STATE
6. ROSEWOOD CITY
7. BPTP FREEDOM PARK
8. ORCHID PETALS
9. SOUTH CITY 2
10. MALIBU TOWN
11. PARK VIEW SPA
12. HARMONY
13. M2K AURA
14. BLOSSOM 1
15. DA PALLADIAN
16. MAYFIELD GARDEN
17. ORCHID ISLAND
18. M2K WHITEHOUSE







# MORE THAN 20000 UPPER CLASS PROFILE HOUSEHOLDS IN THE IMMEDIATE CATCHMENT

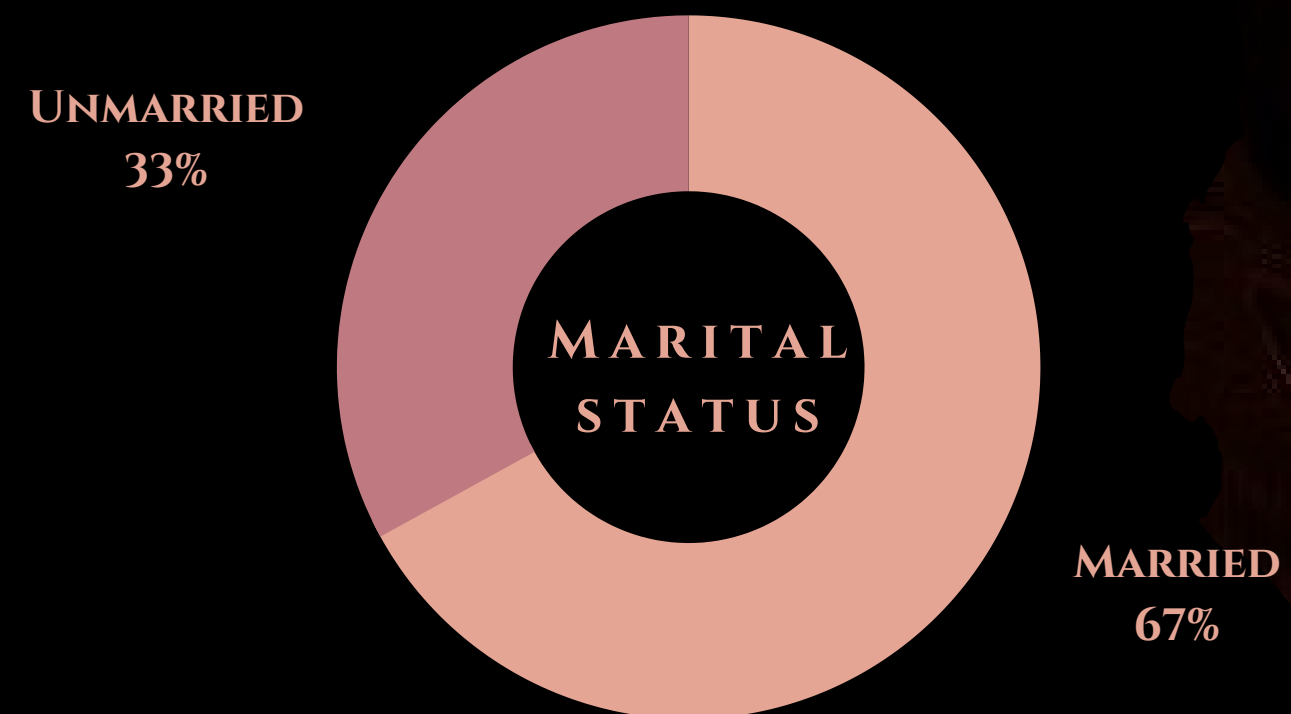
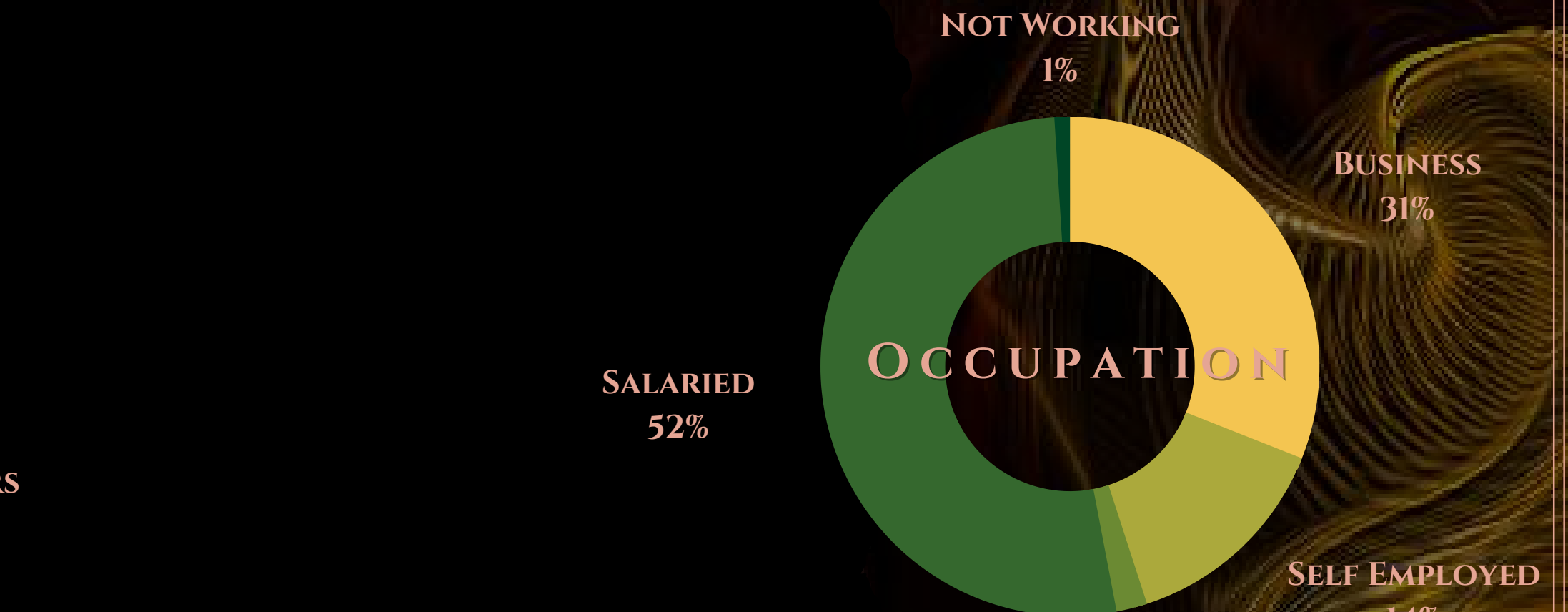
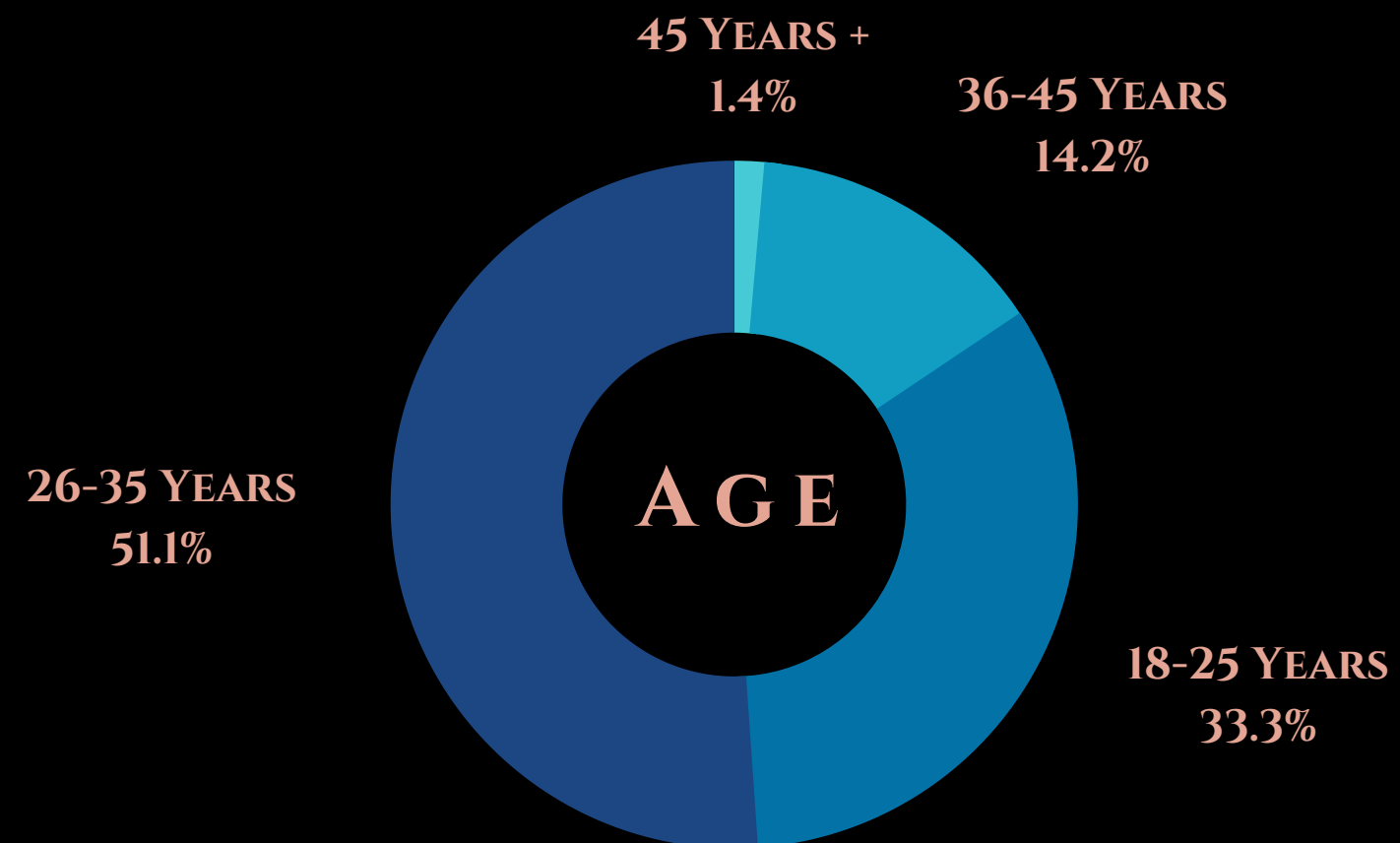
SOCIETY	APPROX. NO. OF UNITS	APPROX. POPULATION	PROFILE
NIRVANA COUNTRY	5000	20,000	UPPER CLASS / BUSINESSMEN
HIBISCUS	275	1100	CEO, INDUSTRIALISTS, TOP LEVEL
NORTH/SOUTH CLOSE	1500	6000	UPPER CLASS, SALARIED
FRESCO	900	3600	UPPER MIDDLE CLASS, SERVICE CLASS
WEMBLEY STATE	1800	7200	UPPER CLASS, SALARIED
ROSEWOOD CITY	900	3600	UPPER CLASS, BUSINESSMEN
BPTP FREEDOM PARK	200	800	UPPER & MIDDLE CLASS
ORCHID PETALS	1400	5600	UPPER & MIDDLE CLASS
SOUTH CITY 2	2500	10,000	UPPER MIDDLE, SALARIED + BUSINESS
MALIBU TOWN	1600	6400	NRIS, BUSINESSMAN
PARK VIEW SPA	430	720	UPPER CLASS, SALARIED
HARMONY	350	1400	UPPER MIDDLE CLASS
M2K AURA	400	1600	UPPER MIDDLE CLASS, SALARIED
BLOSSOM I	260	1040	UPPER MIDDLE CLASS, SALARIED
DA PALLADIAN	280	1120	UPPER MIDDLE CLASS, SALARIED
MAYFIELD GARDEN	1000	4000	UPPER MIDDLE CLASS, SALARIED
ORCHID ISLAND	600	2400	UPPER MIDDLE CLASS, SALARIED
M2K WHITEHOUSE	400	1600	UPPER MIDDLE CLASS, SALARIED
MAYFIELD GARDEN	200	1000	SALARIED CLASS
KIBHITU VILLAS	120	480	SALARIED & BUSINESS CLASS
TOTAL	2000 HOUSEHOLDS	80,000 POPULATION	



# CATCHMENT POPULATION RESIDES IN EXPENSIVE HOUSEHOLD 19 SOCIETY SALE PRICE

SOCIETY	SALE PRICE	PROFILE
NIRVANA COUNTRY	FLOOR 2-3 CRORE, VILLAS 8-10 CRORES	40,000/70,000
HIBISCUS	FLATS 2-3 CRORE, PENT HOUSE 8-10 CRORES	75,000
NORTH/SOUTH CLOSE	FLATS 1.8 – 2.5 CRORE	45,000
FRESCO	FLATS 1.1 – 2 CRORE	35,000
WEMBLEY STATE	FLATS 1.2 – 2 CRORE	50,000
ROSEWOOD CITY	FLATS 1.2 – 2 CRORE	60,000
BPTP FREEDOM PARK	FLATS 1.2 – 1.8 CRORE	50,000
ORCHID PETALS	FLATS 1.4 – 3.5 CRORE	45,000
SOUTH CITY 2	FLOOR 1.25 – 2.8 CRORE	40,000
MALIBU TOWN	FLATS / FLOOR 1.5 – 3.2 CRORE	70,000
PARK VIEW SPA	FLATS 2.5 – 3.5 CRORE	70,000
HARMONY	FLATS 1.4 – 2.8 CRORE	35,000
M2K AURA	FLOOR 1.4 – 2 CRORE	30,000
BLOSSOM 1	FLOOR 1.3 – 1.8 CRORE	30,000
DA PALLADIAN	FLOOR 1.2 – 1.8 CRORE	35,000
MAYFIELD GARDEN	FLOOR 1.2 – 2 CRORE	40,000
ORCHID ISLAND	FLATS 1.2 – 2 CRORE	30,000
M2K WHITEHOUSE	FLOOR 1.1 – 1.8 CRORE	30,000
MAYFIELD GARDEN	FLATS / FLOOR 1.25 – 4 CRORE	70,000

# DEMOGRAPHIC PROFILE OF CATCHMENT



# PREFERRED TYPE OF MARKET

REGULAR/CONCEPT BASED  
HIGH STREET MARKET

78%

SHOPPING MALL 22%





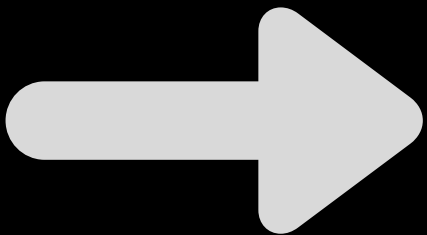
# CATCHMENT PROFILE

- AVERAGE ANNUAL HOUSEHOLD INCOME IN THE IMMEDIATE CATCHMENT IS MORE THAN 25 LACS A YEAR
- HABITATION LARGELY BY HIGH PROFILE FAMILIES
- ABOUT 80% RESIDENTS BELONG TO SALARIED OR SELF-EMPLOYED SEGMENT
  - A CROSS-SECTION OF RESIDENTS BELONG TO HNI SEGMENT AS WELL, RESIDING IN NIRVANA VILLAS, HIBISCUS PENT HOUSES ETC.
- WEEKENDS ARE SPECIAL FOR THE FAMILIES IN THE CATCHMENT
- MALLS ON MG ROAD, GALLERIA MARKET AND AMBIENCE MALL ON NH8 ARE CITED TO BE FAMILY ORIENTED FOR ENTERTAINMENT, HANGOUT AND SHOPPING



# CONSUMER BEHAVIOUR IN THE CATCHMENT

CATCHMENT  
CONSUMER BEHAVIOUR



ENTERTAINMENT / EATING  
OUT BEHAVIOUR

&

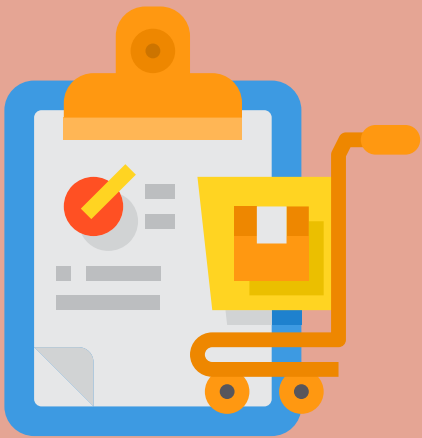
SHOPPING BEHAVIOUR





# HIGH STREET VISIT BEHAVIOUR - 1/2

## TYPE OF VISIT



**PLANNED**  
75%

**RANDOM**  
25%



## FROM WHERE DO CONSUMERS VISIT

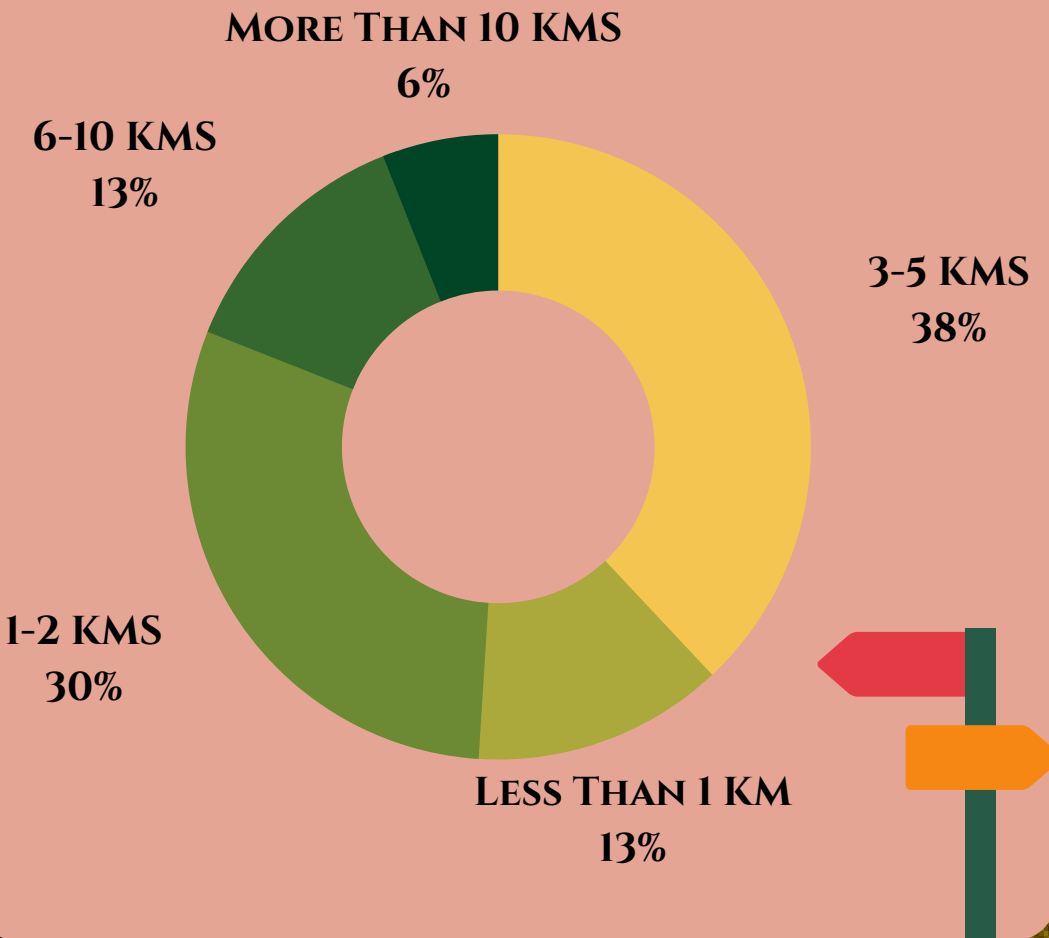


**HOME**  
67%

**OFFICE**  
33%



## WHAT DISTANCE DO THEY TRAVEL?

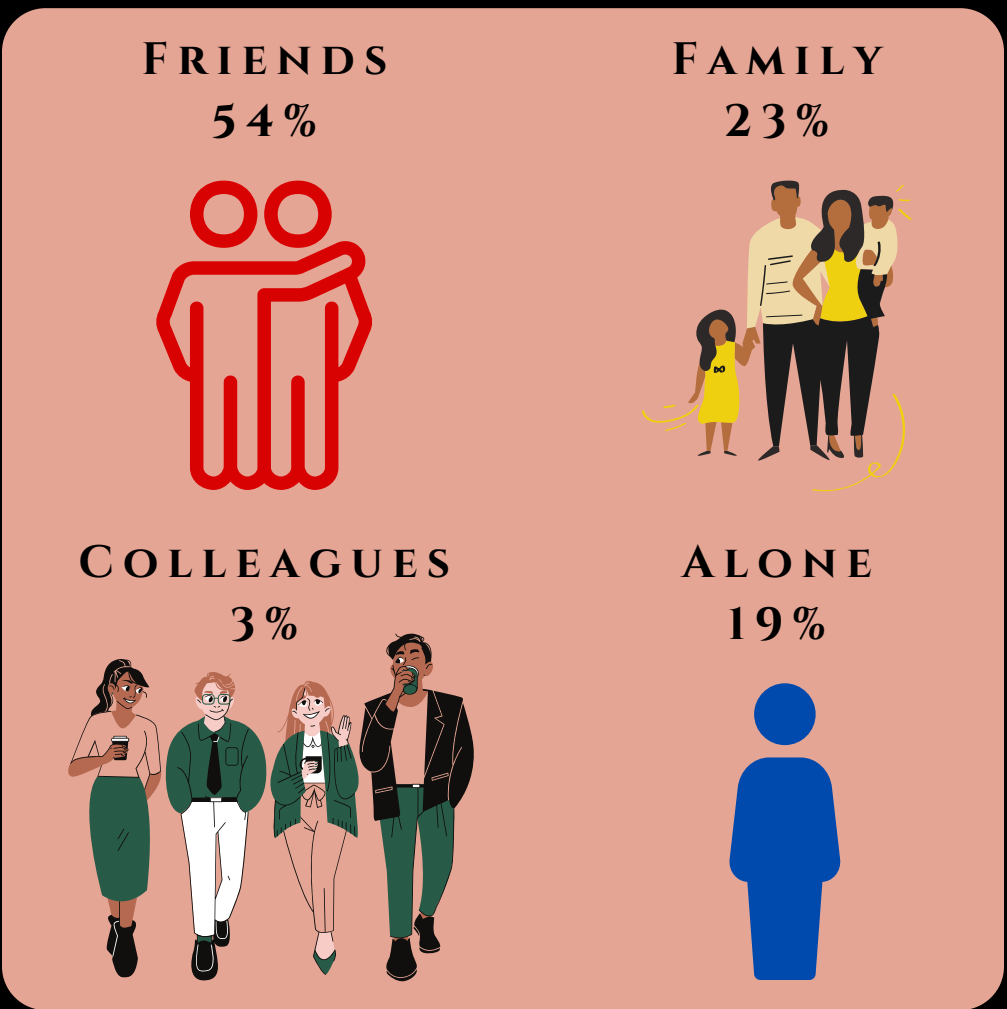


LARGELY PLANNED VISITS FROM HOME, MORE THAN 80% ARE COMING FROM 5 KMS DISTANCE

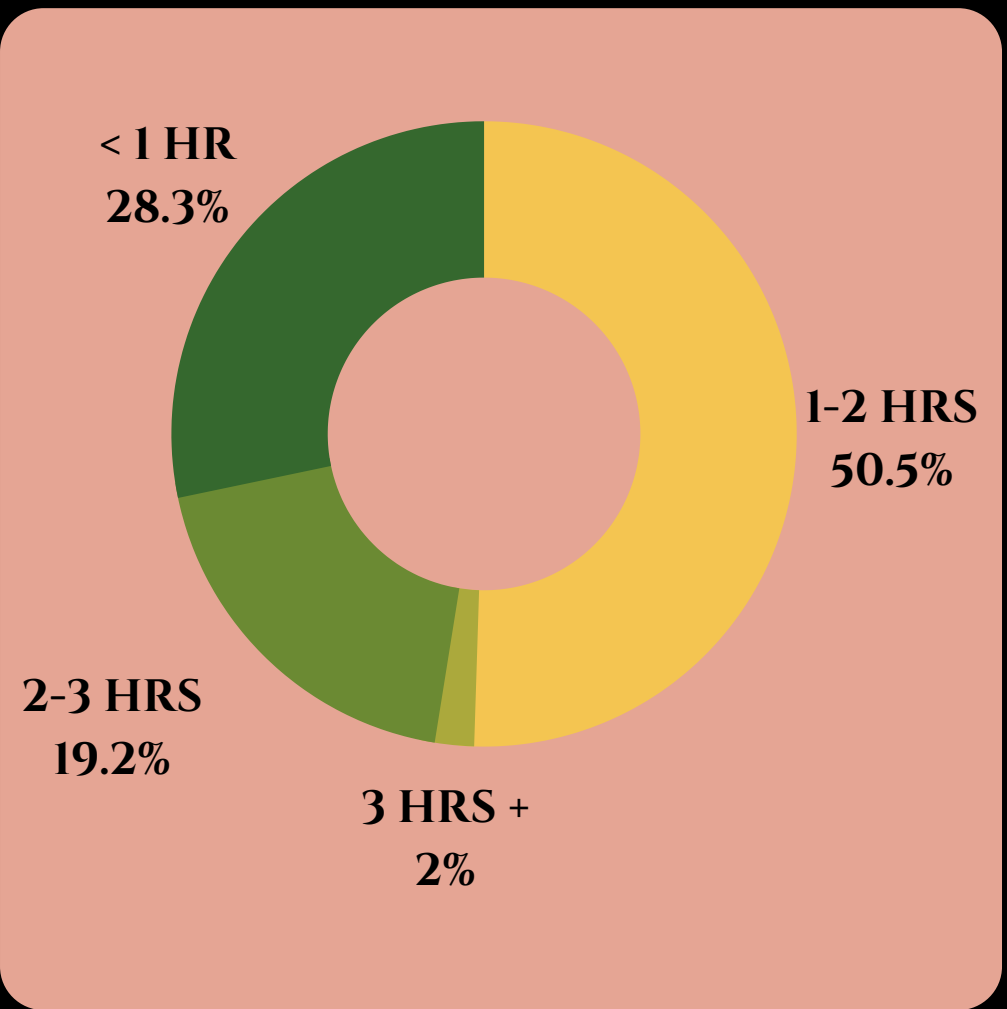


# HIGH STREET VISIT BEHAVIOUR - 2/2

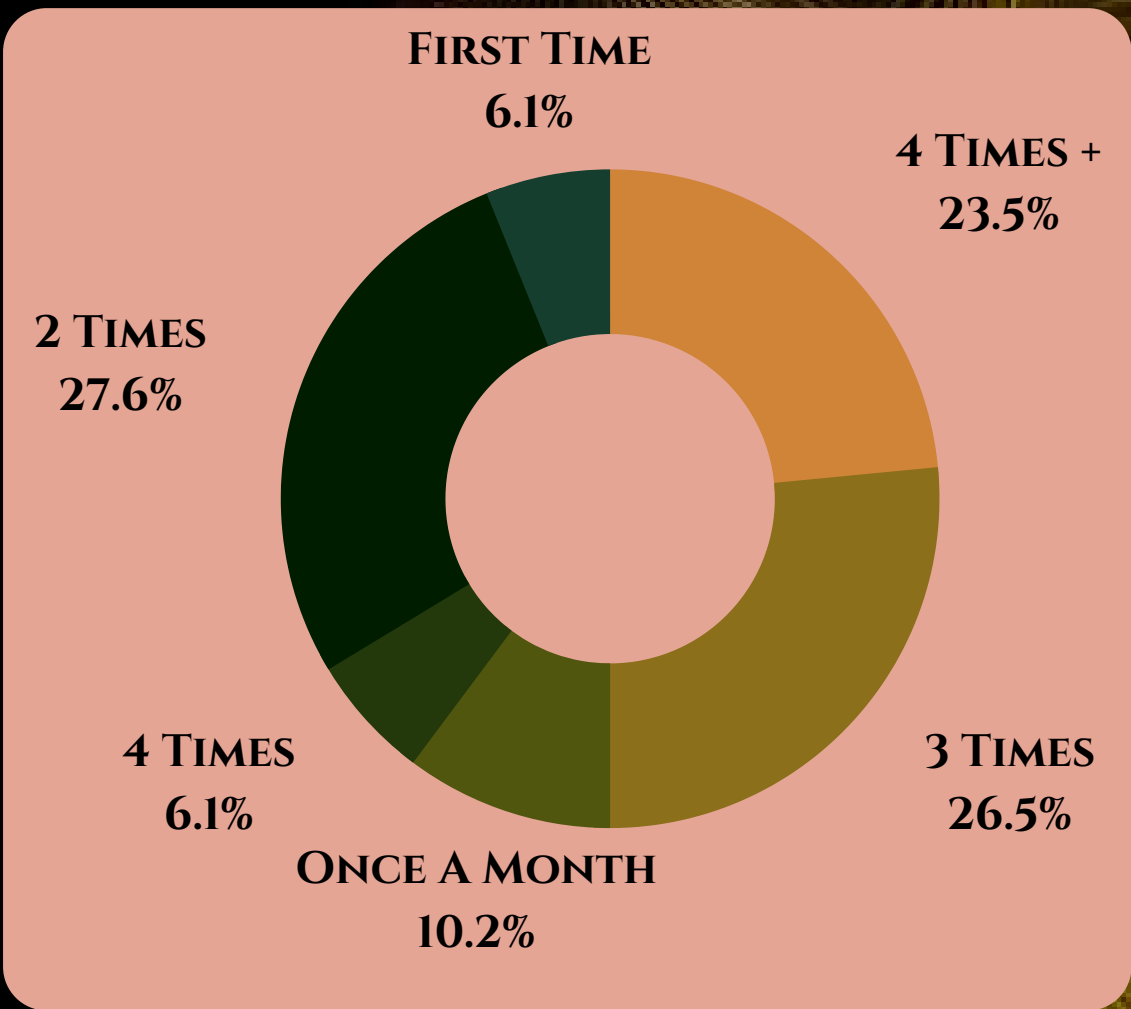
## WHO ACCOMPANIES?



## HOW MUCH TIME DO THEY SPEND?



## HOW FREQUENTLY DO THEY VISIT?



PREFER TO HANG-OUT WITH FRIENDS & FAMILY MORE THAN 4 TIMES A MONTH; LARGELY SPEND MORE THAN 2 HOURS

# WHY TO INVEST IN ELAN PARADISE?



# WHAT'S IN IT FOR EVERY STAKEHOLDER?

- KIDS ENTERTAINMENT
- EXPERIENTIAL SHOPPING

- ALL DAY HANG-OUT PLACE
- FRIENDS GATHERING & PARTY

**FAMILY & KIDS**

**INVESTOR**

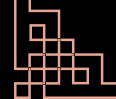


**YOUTH**

**RETAILER**

- APPRECIATION ASSURED
- HIGHEST RENTAL REALIZATION
- SAFE INVESTMENT WITH ASSURED RETURN

- OPTIMUM SHOP SIZES
- BEST-IN-CLASS FACILITIES
- HIGH FOOTFALL FROM NEIGHBOURHOOD





# FEATURES EXPECTED FROM A HIGH STREET

FOOD COURT  
82%



OPEN SEATING  
75%



PARKING SPACE  
70%



FINE DINING  
63%



HYPERMARKETS  
51%



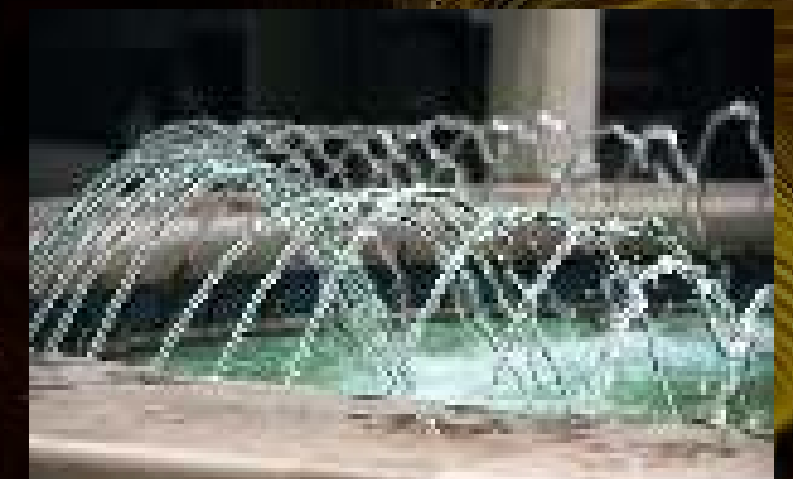
MULTIPLEX  
50%



KIDS PLAY AREA  
49%




FOUNTAIN  
46%



## AND ELAN PARADISE WILL HAVE IT ALL

# NIRVANA COUNTRY IS MISSING OUT ON FOOD COURT & DINING OPTIONS



McDonald's  
STARBUCKS COFFEE  
KFC

FAMILY  
RESTAURANTS  
56%



Haldiram's  
BIKANERVALA

INTERNATIONAL  
BRANDS - 57%



PIND  
BALLUCHI  
Sagar Restaurant  
RAJDHANI  
The Vegetarian Thai Restaurant

NORTH INDIAN  
FASTFOOD - 46%



domino's  
Pizza  
PIZZA HUT

PIZZA BRANDS  
42%

LOUNGE/BAR  
37%



LORD OF DRINKS  
olive



Cafe  
COFFEE  
Day  
COSTA  
COFFEE

COFFEE SHOPS  
17%

ELAN PARADISE WILL FULFILL THESE REQUIREMENTS

# FAVOURITE MULTIPLEX

52%



25%



7%

WAVE  
Cinemas

6%



6%

INOX  
LIVE the MOVIE

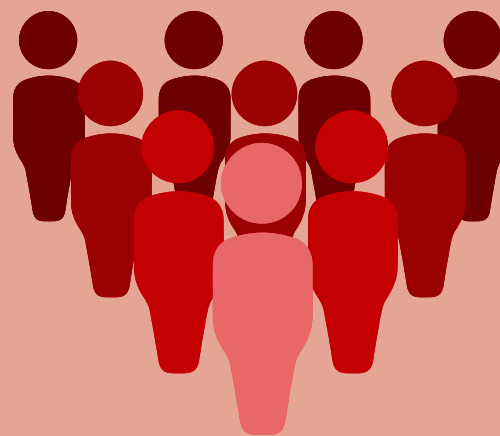
# USP'S CONCLUSION



LOCATION



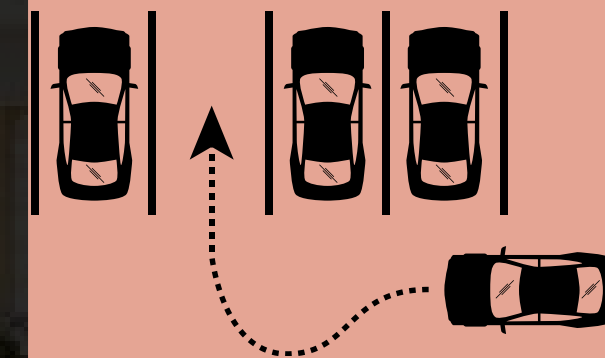
INNOVATIVE  
DESIGN



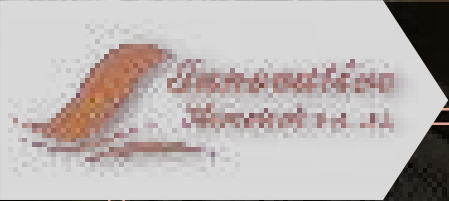
STRONG  
CATCHMENT



TENANCY  
MIX



PARKING



“THE BEST WAY TO PREDICT THE FUTURE IS TO INVENT IT!”

WE ARE GLAD TO ANSWER  
YOUR QUERIES

THANK YOU