

PROJECT OVERVIEW

Project: Chadha Mall

Location: Dharamkot, Moga

Segment: Shopping Mall



Plot Area & Coverage Details

- TOTAL PLOT AREA – 41 MARLAS (11,162 SQ.FT.)
- PERMISSIBLE GROUND COVERAGE- 50 % (5580 SQ.FT.)
- PERMISSIBLE F.A.R. /F.S.I. – 1:3 OF EFFECTIVE SITE AREA
I.E. 33,000 SQ.FT.
- REQUIRED PARKING – 1 E.C.S PER 540 SQ.FT. OF COVERED
AREA
- BASEMENT AREA FOR PARKING
- NO. OF FLOORS – 4 (EXCLUDING BASEMENT)
- COVERED AREA OF EACH FLOOR – 8250 SQ.FT.

FEASIBILITY AND SCOPE

1. Executive Summary:-

- The project aims to develop a modern, commercially viable retail destination that caters to daily needs, lifestyle shopping, food, and entertainment while benefiting from high visibility, strong vehicular movement, and easy accessibility.

The development will capitalize on:

- Prime highway frontage
- High traffic volume
- Surrounding residential catchment
- Growing demand for organized retail



2. Site Overview:-

2.1 Location Advantage

- Direct frontage on Main Highway
- Excellent road visibility
- Easy ingress and egress
- Proximity to residential colonies and developing housing projects
- Suitable for both local customers and highway commuters

2.2 Accessibility

- Entry and exit lanes from highway
- Ample parking provision
- Public transport connectivity
- Service road access (if applicable)



3. Market Potentials:-

3.1 Target Catchment

- Nearby residential population
- Daily highway commuters
- Travelers and tourists
- Office employees and institutional areas

3.2 Retail Demand Drivers

- Growing urbanization
- Rising disposable income
- Demand for organized retail spaces
- Lack of structured shopping facilities in nearby areas



4. Project Scope And Components:-

4.1 Retail Spaces

- Anchor stores (Supermarket / Hypermarket)
- Branded retail showrooms
- Electronics & appliance stores
- Pharmacy & medical store
- Clothing & lifestyle outlets

4.2 Food & Beverage Zone

- Food court
- Cafes
- Quick Service Restaurants (QSR)
- Fine dining restaurants



4.3 Entertainment & Services

- Kids play zone
- Gaming zone
- Multipurpose hall
- ATM zone
- Salon & wellness center

5. Conceptual Layout Planning:-

5.1 Ground Floor

- Anchor store
- High footfall retail units
- Wide corridors (minimum 3–4 m)
- Main atrium for visibility

5.2 Upper Floors

- Retail outlets
- Food court
- Entertainment zone

5.3 Basement / Surface

- Parking area (car & two-wheeler)
- Service utilities
- Storage areas

6. Technical & Infrastructure Requirements:-

- Adequate parking as per local building norms
- Fire safety compliance
- Elevator & escalator provision
- 24x7 power backup
- Water supply & drainage system
- Sewage Treatment Plant (if required)
- Rainwater harvesting system
- CCTV & security system

7. Financial Scope:-

Revenue Sources:-

- Lease rental from retail outlets
- Revenue share model with anchor tenants
- Advertisement hoardings
- Parking fees
- Event space rental



CONCLUSION:-

The proposed Shopping Complex on the Main Highway presents strong commercial viability due to strategic location, growing residential catchment, and highway footfall. With proper planning, anchor tenant acquisition, and effective branding, the project has significant potential for long-term profitability and appreciation.

INTERIOR SPACES



EXTERIOR



- Clean, modern façade with balanced proportions
- Use of durable, weather-resistant materials
- Aesthetic color palette that enhances visual appeal
- **The exterior design emphasizes both elegance and long-term performance.**
- Clearly defined entrance and exit points
- Dedicated parking areas for visitors