

FAMILY ENTERTAINMENT CENTRE



Mall marketing and leasing strategy is changing due to e-commerce, changing shopping habits and over supply of retail space.

Shopper's behaviour around the world is changing. Online shopping has become an important concern for most traditional shopping malls.

But malls are here to stay because people can't eat off the internet, people can't touch, feel and experience off the internet...

FAMILY ENTERTAINMENT INDUSTRY

A BIG MARKET WITH
POTENTIAL GROWTH

14.3%

Film, Gaming & Entertainment sector are expected to grow at a CAGR of 10% and 14.3% respectively

**2+ Lac.
CRORE**

Currently entertainment market is valued at Rs 5,240 crore

200%

The annual growth in demand of gaming and entertainment for over the next five years is estimated at 200%

30%

Top 10 best performing malls - have now leased more than 30% of the space to film theatres, entertainment spots and restaurants.

FAMILY ENTERTAINMENT INDUSTRY

A BIG MARKET WITH
POTENTIAL GROWTH

NEW TECHNOLOGY

Latest technology & international brands in entertainment sector are taking this sector to the next level

GROWING YOUNG POPULATION

FECs are effective in drawing younger families and encourage parents to seek out exciting yet safe, fun activities for their children along with teens & adults

DRIVES FOOTFALL

FECs become a key driving factor to boost the required footfall for the other retail space

THE IDEA

The idea of adding major Family Entertainment Centres (FECs) in malls have been gaining popularity rapidly over the last few years.

Several new malls have been constructed around the country, with substantial square footage allocated to FECs.

Consumers are spending heavily on F&B and entertainment, even as retail spending is on the backburner.

1

THE FUTURE OF MALLS

Will be "more entertainment-oriented than the retail dominated centres of the past.

2

THE TRADITIONAL MODEL

80% of the space was retail oriented when 20% was dedicated to food, beverage and mall entertainment, the last point being optional in most cases.

3

REALLOCATION OF MALL SPACE

Various market research studies show that reallocation of the mall space is in the process where over 50% is being dedicated to entertainment, food and beverage.



INDOOR ENTERTAINMENT ZONE: MALLS IN INDIA TODAY

Malls now-a-days in India houses large indoor entertainment zones. It's about non-stop fun – the zones occupy approx 30-50 per cent of total mall space, promises to cater to all age groups with cutting edge concepts like virtual indoor gaming, an indoor snow park and fun zones (thematic amusement park equipped with fun rides)."

SO IS THE IDEA OF POSITIONING OF
FLOREAL TOWERS MALL AS A

DEDICATED ENTERTAINMENT MALL

PRESENTING



NH-8, SECTOR-83, GURGAON



ACTUAL PICTURE OF ENTERTAINLAND



ACTUAL PICTURE OF ENTERTAINLAND



DELHI NCR'S FIRST

DEDICATED

ENTERTAINMENT MALL



**1.54 LAC SQ.FT. DEDICATED TO
ENTERTAINMENT**



**A FAMILY ENTERTAINMENT CENTRE
THAT E-COMMERCE CANNOT
REPLACE ANYTIME IN THE FUTURE.**

PRIME ENTERTAINMENT PLACES IN DELHI NCR

S.NO.	LOCATION	ENTERTAINMENT PLACES	DISTANCE FROM IFFCO CHOWK, GURGAON	DISTANCE FROM ESSEX FARMS, SOUTH DELHI
1.	ENTERTAINLAND NH-8, SECTOR-83, GURGAON	MULTI-ACTIVITY KIDS ZONE, GAMING SPACES, TOY SHOPS, KIDS RETAIL STORES, MULTI-ACTIVITY ADULT ZONES, CONCEPT BASED GAMES, ACCESSORIES/SOUVENIR SHOPS, AUDITORIUM/CINEMA/ THEATRE, KIDS PARTY LOUNGE, KIDS LIBRARY, CONCEPT BASED EDUCATION ZONE, FOOD COURT AREA, RESTAURANT SPACES, ETC.	16.4 KMS	34.8 KMS
2.	Ambience Mall NH-8, Gurgaon	Blu-o, Fun city, I-skate, I-DIG, OK Play, Wakkao, X-trov Games	9.5 kms	17 kms
3.	Select city Walk, South Delhi	Hang Out	20.7 kms	4.2 kms
4.	Moments Mall, Kirti Nagar	FEC-Funky Kingdom, Playland, Cricket	27 kms	18.8 kms
5.	DLF Mall of India, Noida	SKI India, Smaaash, Kool Kids	36.6 kms	17.2 kms
6.	Entertainment City A2, Noida	Worlds of Wonder, Kidzania	36.9 kms	20.1 kms
7.	Unitech Metro Walk Mall, Rohini	Adventure Island	36.9 kms	28.6 kms
8.	The Great India Place, Noida	Extremeee 7D Experience	36.4 kms	18.1 kms
9.	Garden Galleria, Noida	Play Box	37.4 kms	18.5 kms
10.	The Grand Venice Mall, Greater Noida	Gondola Rides	63.1 kms	43 kms

RIGHT AT THE EDGE WHERE GURGAON & NEW GURGAON MEET

ENTERTAINLAND
NH-8, SECTOR – 83, GURGAON



**JUST WALKING
DISTANCE FROM
ALREADY OPERATIONAL
5 STAR HOTEL
HYATT REGENCY**

A PRIME RESIDENTIAL BASE IN CLOSE VICINITY

1

GURGAON'S POPULATION

Total Population of Gurgaon is 2,615,963 in 2017 out of which over 5,00,000 are residing in and around Sohna Road.

2

SOHNA 2031 PLAN

The final development plan of Sohna:2031 has estimated a total population of 6.4 Lakhs by 2031 living in this location.

3

NEW GURGAON

Almost 1,00,000 people are living within 5 km radius and approximately 2-3 lac housing units are expected to come in the next 5-7 years.

A PRIME RESIDENTIAL BASE IN CLOSE VICINITY

DEVELOPERS

VATIKA

BESTECH

DLF

VIPUL

SARE HOMES

PROJECTS

Tranquil Heights | Seven Elements

Sanskriti | Altura | Park view Ananda

Ultima | New town heights

Lavanya

Crescent ParC

A PRIME RESIDENTIAL BASE IN CLOSE VICINITY

DEVELOPERS

ORRIS

MAPSKO

UMANG

GODREJ

TULIP

PROJECTS

Carnation

Casa Bella

Monsoon Breeze

Aria | Godrej 101 | Godrej Icon

Tulip Petals & Tulip Ace

CURRENT SCENERIO AFTER E-COMMERCE BOOM

1

Malls are no longer just shopping destinations but are evolving as active hangout places.

2

Entertainment, food and beverages have been identified as two categories that draw crowds to malls, apart from shopping.

3

Entertainment has also moved beyond just movies, with play zones, bowling alleys and much more.

ENTERTAINLAND

**VENUE FOR ENTERTAINMENT EVENTS | FAMILY CENTRIC RESTAURANTS |
PLACES FOR KIDS DAY OUT | VENUES FOR KIDS BIRTHDAYS |
KIDS FASHION STORES | KIDS TOY STORES | MUSEUMS FOR CHILDREN |
THEATER FOR PERFORMANCES AND EVENTS | MOVIES | LIVE SHOWS**



FOR HANG-OUT/
FUN AREAS

FUN & PLAY



FOR HANG-OUT/
FUN AREAS



SHOPS & STORES



FOR HANG-OUT/ FUN AREAS

FOOD COURTS

ACCESSORIES
& SOUVENIR
OUTLETS

CAFÉ
LOUNGES

THEME BASED
RESTAURANTS

ICE-CREAM
PARLORS



FOOD & ENTERTAINMENT



4D/3D
MOVIES

CIRCUS
ACTS

PUPPET
SHOWS

MUSICAL
LIGHT SHOWS

THEATRE
PERFORMANCE

MAGIC
SHOWS



FOR HANG-OUT/
FUN AREAS

MOVIES & LIVE PERFORMANCES



FOR HANG-OUT/ FUN AREAS

**BIRTHDAY
CELEBRATIONS**

**CORPORATE
PARTIES**

**FAMILY
GATHERINGS**

**SCHOOL
EVENTS**



EVENTS & GATHERINGS



THE CONCEPT

DEDICATED ENTERTAINMENT MALL

**3 LEVELS OF DEDICATED SPACE CONSISTING OF ONLY
FUN AND ENTERTAINMENT ACTIVITIES**

THE CONCEPT

GLASS STRUCTURE & ATRIUM

THE STRUCTURE AND ATRIUM OF THE MALL ARE DONE IN GLASS WHICH PROVIDES A FEELING OF OPENNESS & FRESHNESS, MAXIMUM VIEWS & NATURAL LIGHTNING IN THE MALL

ENTERTAINMENT ZONE



GROUND FLOOR VIEW
ACTUAL PICTURE OF ENTERTAINLAND

ENTERTAINMENT ZONE



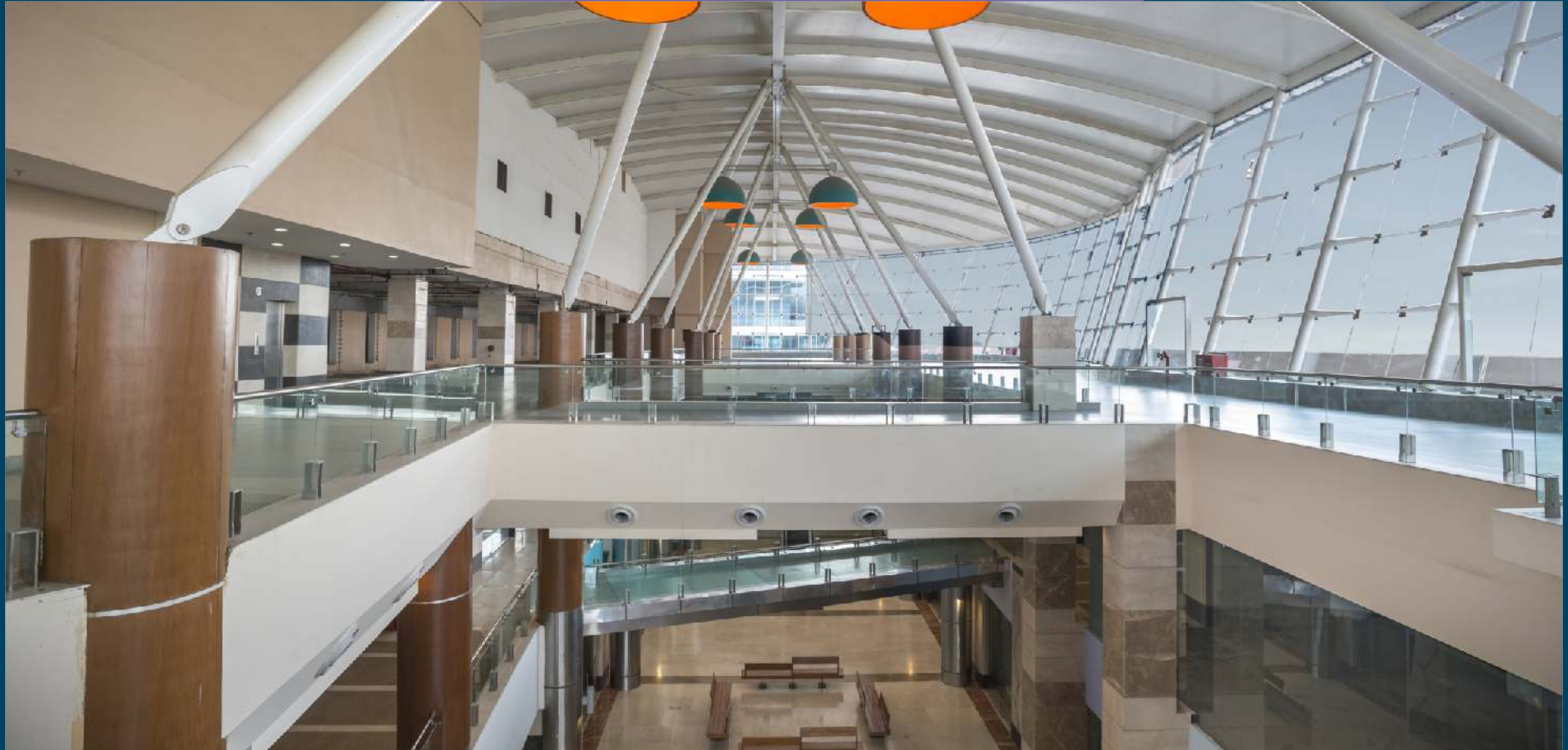
GROUND FLOOR VIEW
ACTUAL PICTURE OF ENTERTAINLAND

ENTERTAINMENT ZONE



FIRST FLOOR VIEW
ACTUAL PICTURE OF ENTERTAINLAND

ENTERTAINMENT ZONE



SECOND FLOOR VIEW
ACTUAL PICTURE OF ENTERTAINLAND

THE CONCEPT

EASY CIRCULATION

**THE MIRRORED AND INTER-LINKED PASSAGE OF
THE MALL ENABLES MAXIMUM FLOW OF VISITORS**

THE CONCEPT

PLANNED ZONING

**THE ZONING IS DONE IN SUCH A WAY THAT
THE CUSTOMER GETS ATTENTION FROM EVERY NOOK
AND CORNER IN A VERY SYSTEMATIC WAY**

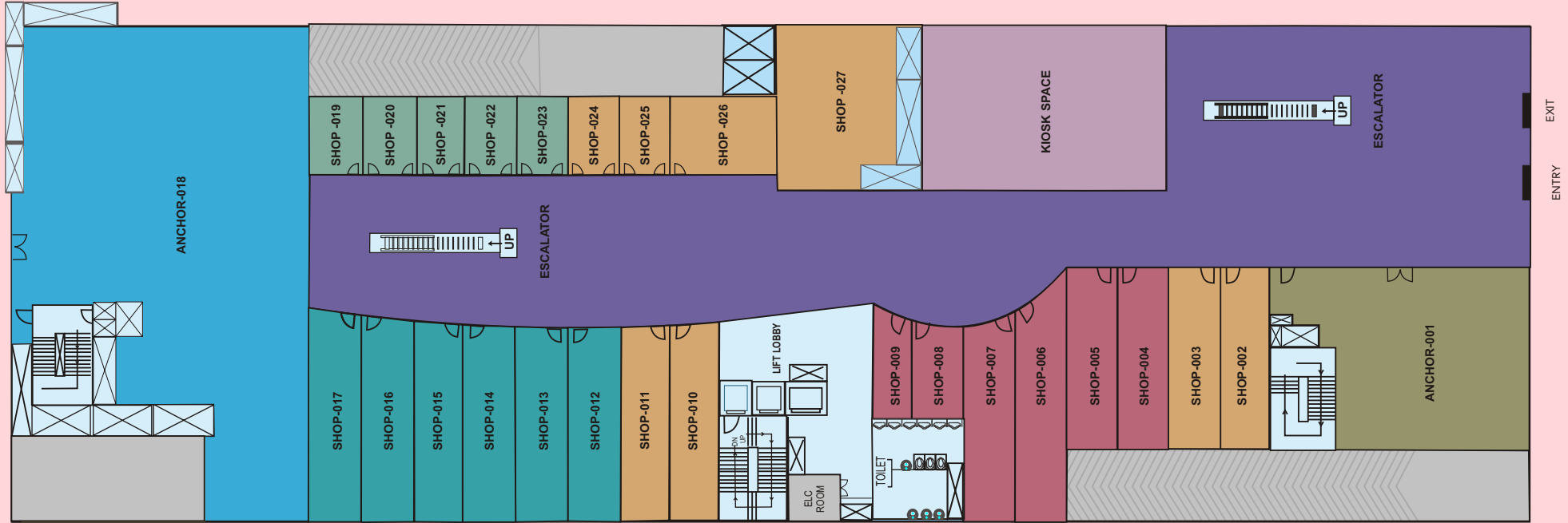
THE CONCEPT

FULL OF FUN ATMOSPHERE

**AN ATMOSPHERE OF A FUN PLACE IS DEVELOPED DUE TO
INTER-LOCKED ORIENTATION AND DIFFERENT AMUSEMENT
OPTIONS AT ALL FLOORS**

THE ZONING

GROUND FLOOR

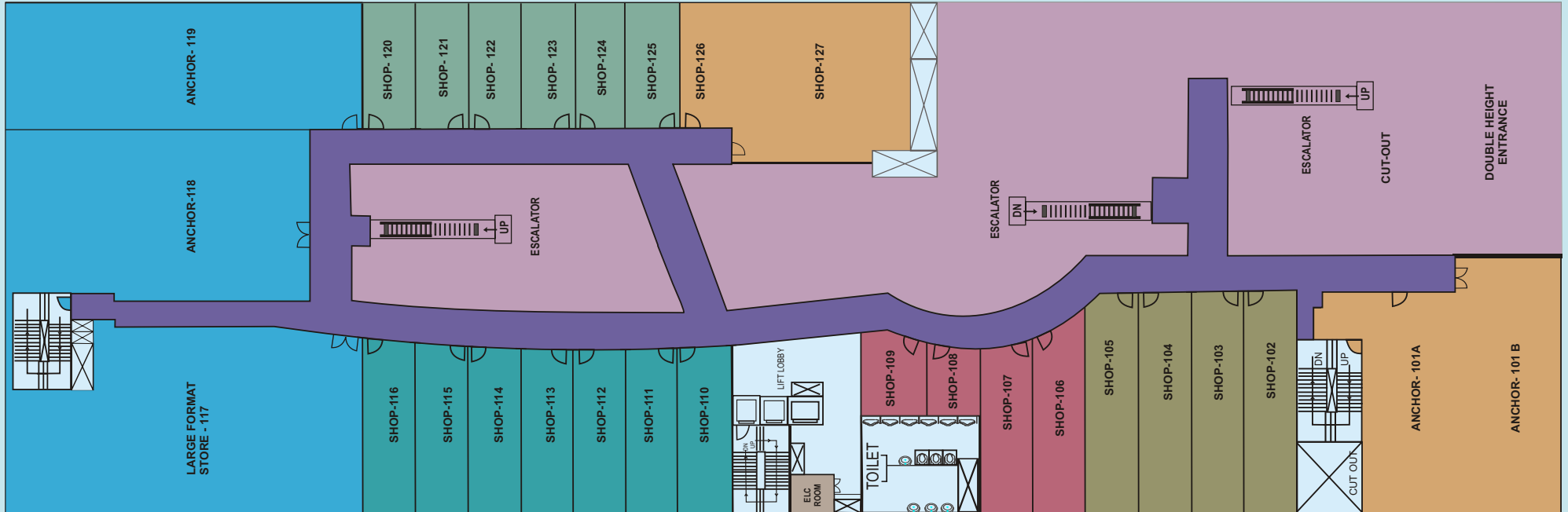


LEGEND

 LARGE MULTI ACTIVITY KIDS ZONE	 FOOD ZONE
 GAMING SPACES	 KIOSK AREA
 KIDS RETAIL STORES / TOY SHOPS	 COMMON ACTIVITY AREA
 CONCEPT BASED GAMES	 SERVICE AREA
 ACCESSORIES / SOUVENIR SHOPS	 COMMON AREA

THE ZONING

FIRST FLOOR

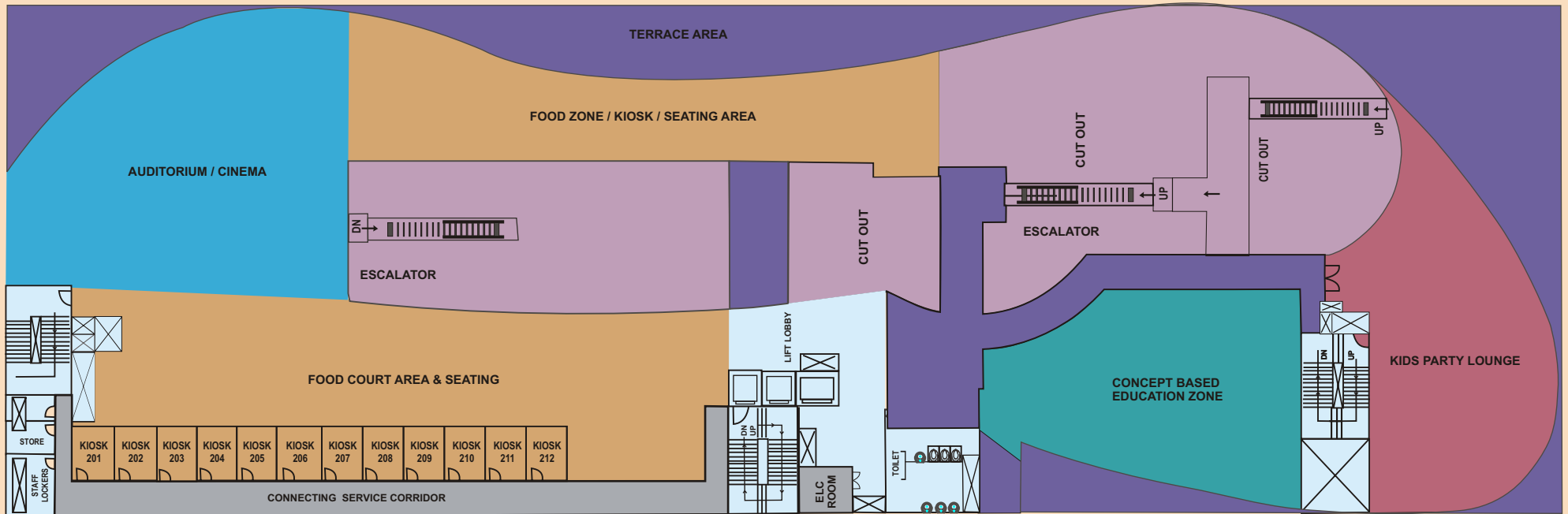


LEGEND

■ LARGE MULTI ACTIVITY KIDS ZONE	■ FOOD ZONE
■ GAMING SPACES	■ COMMON CIRCULATION AREA
■ KIDS RETAIL STORES / TOY SHOPS	■ SERVICE AREA
■ CONCEPT BASED GAMES	■ COMMON AREA
■ ADULT MULTI-ACTIVITY ZONE	■ TRIPLE HEIGHT GROUND FLOOR AREA

THE ZONING

SECOND FLOOR



LEGEND

- | | |
|---|--|
| ■ AUDITORIUM / CINEMA | ■ COMMON CIRCULATION AREA |
| ■ CONCEPT BASED EDUCATION ZONE | ■ SERVICE AREA |
| ■ KIDS PARTY LOUNGE | ■ COMMON AREA |
| ■ FOOD ZONE / FOOD COURT AREA | ■ TRIPLE HEIGHT GROUND FLOOR AREA |

SNAPSHOT

SALEABLE AREA
1.54 LAC SQ. FT.

TOWER LEVEL
3B+G+2

SPACE
READY-FOR-FIT-OUTS

ENTERTAINMENT ZONE, PARTY
AREAS, MINIPLEX/THEATRE/
AUDITORIUM, FOOD &
BEVERAGES ETC.

AFFLUENT CATCHMENT
FROM SURROUNDING
TOWNSHIPS & SUB-CITIES

EASY CIRCULATION
OF THE VISITORS/
FOOTFALL



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