

CRE INDIA

COMMERCIAL REAL ESTATE ADVISORY

# Retail Leasing Capability Profile

*Specialising in NCR & Northern India | International & Domestic Retail*

International  
Brands

Apparel

Footwear

Jewellery

Ethnic Wear

Home Décor

F&B

FEC & Cinemas



CRE India is a premier commercial real estate advisory firm with deep specialisation in retail leasing across India's most dynamic markets. With a focused mandate on NCR and Northern India, we bridge the gap between international and domestic brands seeking strategic retail expansion and India's leading mall developers and landlords.

**20+**

Years of  
Retail Expertise

**350+**

Leases  
Executed

**25+**

International  
Brands Represented

**20+**

Cities Across  
Northern India

## Market Intelligence

Deep understanding of NCR retail micro-markets — DLF Malls, Select Citywalk, Pacific, Ambience, Vegas, Omaxe, Logix, Spectrum, Ansal & Unitech — enabling precise brand placement strategy.

## Brand Representation

End-to-end representation for international vanilla brands and domestic retailers — from site identification and landlord negotiation to lease execution and fit-out coordination.

## Developer Relationships

Longstanding relationships with India's top mall operators, REIT-backed assets, high-street landlords and institutional grade shopping centres across NCR and Tier-1 Northern markets.

## NCR MARKETS — PRIMARY FOCUS

### New Delhi

Connaught Place, South Ex, Lajpat Nagar, Vasant Kunj, Saket, Khan Market

### Gurugram

MG Road, Golf Course Road, Sohna Road, Cyber City, NH-48 Corridor

### Noida / Greater Noida

Sector 18, Expressway Corridor, Yamuna Expressway

### Faridabad

Old Faridabad, NIT, Crown Interiorz Mall, BPTP Park Centra

### Ghaziabad

Raj Nagar Extension, Indirapuram, Kaushambi, Trans-Hindon

## NORTHERN INDIA COVERAGE

### Chandigarh / Tricity

Elante Mall, DLF City Centre, Sector 17

### Ludhiana

Westend Mall, Silver Arc, MBD Neopolis

### Amritsar

Alpha One, Trilium, GT Road Corridor

### Jaipur

World Trade Park, Crystal Palm, MI Road

### Dehradun

Pacific Mall, Paltan Bazaar, Rajpur Road

### Lucknow

Phoenix Palassio, Wave One, Hazratganj

### Agra

TDI Mall, Eros Mall, Sanjay Place

### Meerut

Shopprix Mall, RG Mall, Pallavpuram

# SERVICE OFFERING FRAMEWORK

*End-to-End Retail Leasing Advisory*

01

## Market Intelligence

- › Demand-supply analysis
- › Rental benchmarking
- › Catchment profiling
- › Competitive mapping

02

## Brand Mandate

- › Format understanding
- › Expansion roadmap
- › Location criteria
- › Cluster strategy

03

## Site Identification

- › Mall shortlisting
- › High-street options
- › Micro-market fit
- › Landlord screening

04

## Lease Negotiation

- › Revenue share terms
- › Fit-out norms
- › CAM / commercials
- › LOI & term sheet

05

## Transaction Closure

- › Legal coordination
- › Lease execution
- › Fit-out handover
- › Post-deal support

CRE India has an established track record assisting global lifestyle and specialty retailers entering India for the first time or consolidating their NCR footprint. Our network spans luxury-to-mid-premium international labels across flagship, shop-in-shop, and franchise formats.

## Luxury & Premium

*Louis Vuitton, Gucci, Burberry, Boss, Longchamp*

DLF Emporio, Palladium, Chanakya — primary target assets

## Bridge-to-Luxury

*Michael Kors, Coach, Calvin Klein, Tommy Hilfiger, Guess*

Select Citywalk, Pacific, DLF Promenade

## Contemporary Global

*Zara, H&M, Mango, GAP, Levi's, Banana Republic*

Anchor positioning in 80,000+ sq ft malls

## Specialty Retail

*Bath & Body Works, The Body Shop, MAC, Sephora, GNC*

Mid-size formats 500–2,500 sq ft

## Sports & Outdoor

*Under Armour, Salomon, Columbia, The North Face*

Adventure & sports corridors, OCA formats

## QSR & Café Brands

*Shake Shack, Tim Hortons, Blue Tokai, %Arabica, Starbucks Reserve*

Food court anchors and high-street café formats

## SEGMENT POSITIONING MATRIX

Segment	Representative Brands	Typical Size	Rental Range
<b>Ultra Luxury</b>	Sabyasachi, Raw Mango, Tarun Tahiliani	2,000–4,000 sq ft	₹500–900/sq ft/mo
<b>Premium</b>	FabIndia, W, Biba, Global Desi, Libas	1,200–2,500 sq ft	₹200–450/sq ft/mo
<b>Upper Mid</b>	Manyavar, Meena Bazaar, Zudio, Max Fashion	3,000–6,000 sq ft	₹120–200/sq ft/mo
<b>Value / Mass</b>	V-Mart, Vishal Mega Mart, Limeroad Outlets	5,000–15,000 sq ft	₹70–120/sq ft/mo
<b>D2C &amp; Emerging</b>	The Souled Store, Bewakoof, Snitch, Bonkers Corner	400–1,000 sq ft	₹200–350/sq ft/mo

## CRE INDIA EDGE IN APPAREL

1

### Brand Cluster Strategy

Group complementary apparel brands to create destination fashion zones, improving dwell time and conversions.

2

### Zoning & Adjacency

Advise mall developers on optimal brand adjacency — casual, premium, sportswear and ethnic zones.

3

### Format Flexibility

Support EBO, MBO, shop-in-shop, pop-up, and kiosk formats for emerging apparel labels.

4

### Rental Benchmarking

Proprietary database of NCR apparel lease transactions to anchor fair-market negotiations.

5

### Fit-Out Support

Connect brands with approved fit-out contractors, technical consultants, and MEP vendors.

## FOOTWEAR

### Luxury Footwear

*Christian Louboutin, Jimmy Choo, Prada Footwear, Hermès*

### Premium Sport

*Nike Flagship, Adidas Originals, New Balance, On Running*

### Contemporary

*Steve Madden, Charles & Keith, Aldo, Clarks, Hush Puppies*

### Indian Premium

*Metro Brands, Mochi, Pavers England, Da Milano*

#### KEY LEASING INSIGHT

Footwear commands 600–2,500 sq ft formats. NCR sees strong traction for athleisure/sports footwear multibrand stores (MBO) on high streets. Ground floor positioning remains non-negotiable for premium labels.

## JEWELLERY

### Luxury / Fine Jewellery

*Cartier, Tiffany & Co., Bulgari, Forevermark*

### Premium Branded

*Tanishq, Kalyan, Malabar Gold, PC Jeweller, Joyalukkas*

### Fashion Jewellery

*Tribe by Amrapali, Isharya, Melorra, Giva, BlueStone*

### Temple & Ethnic

*Krishna Jewellers, Aheli, Sukkhi, Imitation formats*

#### KEY LEASING INSIGHT

Jewellery leasing requires high-security, ground-floor premises with 300–1,500 sq ft. Gold & diamond brands demand proximity to anchor department stores. Revenue share structures 8–14% of gross sales are market standard in NCR malls.

## ETHNIC WEAR

### Designer Couture

*Sabyasachi, Manish Malhotra, Tarun Tahiliani*

Format: 3,000–6,000 sq ft · Luxury malls & high-street

### Bridal & Wedding

*Manyavar, Mohey, Biba, Kalki Fashion*

Format: 2,000–5,000 sq ft · Wedding corridors in malls

### Daily & Fusion Ethnic

*W, AVAASA, Aurelia, Soch, Global Desi*

Format: 800–2,000 sq ft · Mid-market malls

### Handloom & Artisanal

*FabIndia, Anokhi, Cottons by Century*

Format: 600–1,500 sq ft · Lifestyle & curated centres

## HOME DÉCOR & FURNISHINGS

### International Lifestyle

*IKEA, H&M Home, Zara Home, Pottery Barn, Crate & Barrel*

Typical Format: 5,000–50,000 sq ft

### Premium Indian

*Fabindia Home, Nilkamal, Godrej Interio, Pepperfry Studio*

Typical Format: 2,000–8,000 sq ft

### Luxury & Artisan

*Pashmoda, Good Earth, Forest Essentials Home, Nappa Dori*

Typical Format: 800–2,500 sq ft

### Tech-enabled / D2C

*Wakefit, Urban Ladder, House of Pataudi, Chumbak*

Typical Format: 500–1,500 sq ft

Food & Beverage is one of NCR's fastest-growing retail leasing segments, now commanding 25–35% of mall GLA in premium centres. CRE India advises both operators entering India and mall developers curating their F&B mix for optimal dwell time and per-cap spend.

## Quick Service Restaurants (QSR)

*McDonald's, Subway, KFC, Domino's, Burger King, Wow Momo, Chaayos*

Size: 200–600 sq ft | 5–9% revenue share

## Casual Dining Restaurants (CDR)

*Barbeque Nation, Farzi Café, Social, Smoke House Deli, Punjabi By Nature*

Size: 2,500–6,000 sq ft | 8–12% revenue share

## Fine Dining & Signature

*Indian Accent, Bukhara, Made in Punjab, Masala Library*

Size: 3,500–8,000 sq ft | Fixed + revenue share

## Cafés & Beverage Chains

*Starbucks, Blue Tokai, Third Wave Coffee, Barista, Tim Hortons*

Size: 400–1,200 sq ft | ₹150–350/sq ft/mo

## Food Courts & Clusters

*Multi-operator food halls, cloud kitchen formats, dark kitchens in retail*

Size: 15,000–40,000 sq ft | License model

## International F&B Debut

*Shake Shack, Wingstop, Cinnabon, Pinkberry, Paris Baguette*

Size: 500–2,000 sq ft | Negotiated entry terms

# FAMILY ENTERTAINMENT CENTRES & CINEMAS

Category 08

Entertainment anchors are the most powerful footfall drivers in Indian malls. CRE India specialises in placing and structuring large-format entertainment tenants — from hyperscale FECs to boutique experience zones and multiplex operators — that transform malls into destinations.

## FAMILY ENTERTAINMENT CENTRES (FEC)

### Hyperscale FEC

*Smaaash, Fun City, Play Nation, Timezone, Sky Zone*

Format: 15,000–50,000 sq ft · Anchor on upper floors; drive 3x footfall uplift

### Kids' Entertainment

*Kidzania, Hamleys Play, Chikku Wikku, Lil Champs*

Format: 5,000–20,000 sq ft · Parental dwell time drives mall retail spend

### eSports & Gaming

*GamPlex, VR Zone, Nazara formats, Nodwin zones*

Format: 3,000–10,000 sq ft · High footfall, 14–35 age group sticky format

### Adventure & Sports

*Rocksport, XtremeSports, Clip 'n Climb*

Format: 8,000–25,000 sq ft · Drive repeat visits and group bookings

## CINEMA MULTIPLEX

### Standard Multiplex

*PVR INOX, Cinepolis, Carnival Cinemas, Miraj*

Format: 30,000–80,000 sq ft · 6–15 screens; anchor on top floors

### Luxury / Premium

*PVR Gold, INOX LUXE, Kinopolis formats*

Format: 15,000–35,000 sq ft · 4–8 premium screens, F&B integrated

### Boutique & IMAX

*IMAX, 4DX, ScreenX, Dolby Cinema*

Format: 10,000–20,000 sq ft · Single-format destination screens

### Drive-in & Alt. Formats

*Outdoor cinema, rooftop formats, event cinemas*

Format: 5,000–30,000 sq ft · High-street & standalone mall assets

Entertainment tenants occupy 20–30% of GLA in top-tier NCR malls and are critical lease anchors for developer valuations. CRE India has structured 30+ entertainment anchor leases across Northern India.

## 1 NCR Market Mastery

Unmatched depth in Delhi NCR sub-markets — from Lutyens Delhi luxury corridors to Noida and Gurugram's new-age mall formats.

## 2 Cross-Category Expertise

Rare capability to lease across 8 distinct retail categories — from luxury apparel to large-format entertainment — from a single advisory firm.

## 3 Landlord & Developer Access

Pre-negotiated frameworks with 40+ mall operators, institutional landlords, REIT portfolios, and high-street property owners in NCR.

## 4 International Brand Gateway

Established relationships with global retail consultants, franchise holders, and market-entry advisors for international brands debuting in India.

## 5 Data-Driven Deal Structuring

Proprietary transaction database of 500+ leases — enabling market-aligned commercials, structure benchmarking and negotiation leverage.

## 6 End-to-End Partnership

From brand mandate to fit-out handover: CRE India stays engaged through the full life cycle, ensuring smooth execution and post-signing support.

CRE INDIA

# Let's Build Your Retail Footprint Across NCR & Northern India

Our team is ready to support your brand's retail expansion strategy — from site identification to signed lease across 8 retail categories.

## ENGAGE WITH OUR TEAM

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NCR Retail Specialists

International Brand Entry

Mall Developer Advisory

Northern India Coverage

8 Retail Categories

350+ Lease Executions

End-to-End Service

Data-Driven Insights

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