

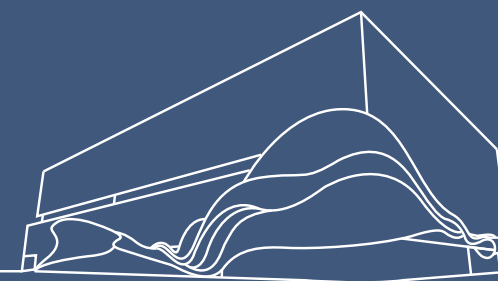


THE
FIRST
REGIONAL
MALL OF
EASTERN
INDIA

THE SCIENCE

OF

Esplanade is the fruit of years of careful study of the market and its potential. This document brings to you the vision and science that is driving the creation of Eastern India's first regional mall.



ESPLANADE

A vertical photograph of a modern building facade. The upper part features dark, textured panels with vertical gold-colored accents. Below, a window shows a smiling woman with blonde hair. The foreground is filled with lush green foliage and a tree.

A vertical photograph of a modern building facade. The facade is composed of large, dark, textured rectangular panels. Two vertical gold-colored metallic strips run down the facade, one on the left and one on the right. A window is visible, showing a smiling woman with blonde hair. Below the window, there is a flowering plant with purple blossoms. The foreground shows a green lawn and a dark, leafy bush.



The renaissance of a state

The ideas planned into the very fabric of the city have matured today. Odisha is one of the most rapidly growing Indian states and Bhubaneswar as its capital and having been nominated for the Central Government's Smart City project is set to grow fast, both in size and infrastructure.

BHUBA NESWAR



A vibrant student population

The city features institutes of national importance like an IIT, AIIMS, Xavier Institute of Management and National Institute of Science Education and Research. The city is also home to many state level engineering, medical and management colleges specializing in education, research and training. The large student population in the city is well connected to national trends and drives the demand for better lifestyles.

Info Valley

Bhubaneswar is getting all set to be India's electronics manufacturing hub. A consortium of Silicon Valley majors is investing 300 million dollars in Information Technology (IT) and Electronic System Design and Manufacturing (ESDM) units at the upcoming Info Valley. The investment would create a work class fabrication centre spread over 500 acres and jobs for over 100,000 people.

Infrastructure

Bhubaneswar is the focal point for a number of infrastructure projects being developed by the central and state governments. The Odisha government has proposed to set up an Information Technology Investment Region (ITIR) with an investment of Rs 16,043 crore. The city is also home to the upcoming Biju Patnaik International Airport, which promises to be a benchmark project for airports of its size.

Entrepreneurial Energy

Nasscom has recently upgraded Bhubaneswar to a tier-II city status that has potential of 30 per cent growth in the IT space. YourStory.com has declared Bhubaneswar to be one of the next startup hubs of India. Ambitious and audacious, the youth of the city are innovating and incubating new ideas. The startup ecosystem is taking root rapidly and there are dozens of companies and hundreds of entrepreneurs working on their dream.

2000 YEARS YOUNG

Gone is the Odisha of economic stagnation, the Odisha of today is emerging as an economic powerhouse with strong growth across core sectors such as manufacturing and mining. Odisha is the single biggest attractor for investments at Rs. 11.1 Trillion since June 2008. The who's who of corporate India and major MNCs are making large investments in the state and the results are starting to show. Odisha is richly endowed with natural mineral wealth and a number of premier mining and steel producing companies are making massive investments in the state. There are several mammoth production and manufacturing facilities under development including the Tata Steel Plant which is a 6 million tonnes per annum capacity integrated steel plant. The IT/ITeS sector has been the traditional strong point of Odisha and all IT majors are setting up large scale campuses employing hundreds of thousands of educated upwardly mobile professionals.

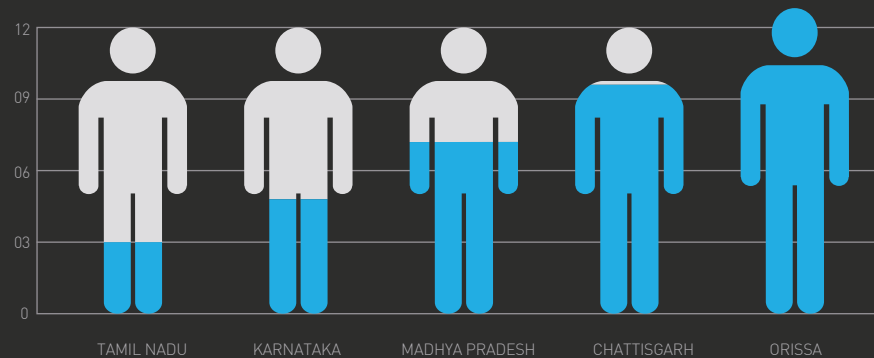
GOVERNANCE

Pragmatic governance is the power behind the growth of the state. Odisha has been fortunate enough to have a stable and proactive government since the past decade and industrial growth is becoming stronger with every year. The state has become a model in power reforms and electricity generation and distribution for the entire nation. Social infrastructure, 6 lane highways, a stunning International and Domestic Airport and other mega infrastructure projects ensure the continued growth of the state.

CONSUMPTION IS RISING

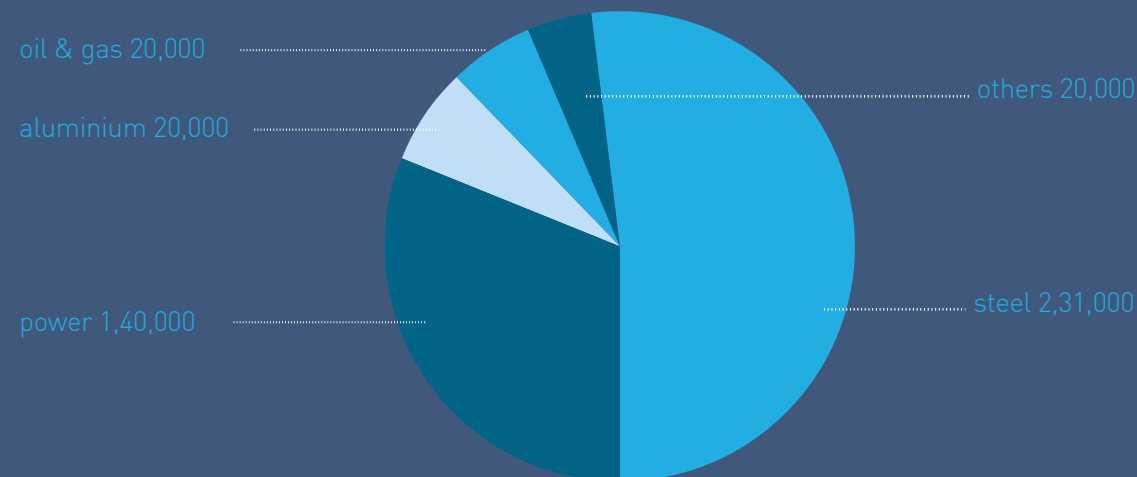
With rising wealth, Odisha is also discovering the finer pleasures of life. Sales of luxury cars and other lifestyle products is booming. Bhubaneswar is rapidly gaining prominence as an investment destination, thanks to its affordable properties and growth potential. Premier national builders are investing in residential property across the state including several high profile luxury residential projects

STATES RANKED BY PROPOSED INVESTMENTS



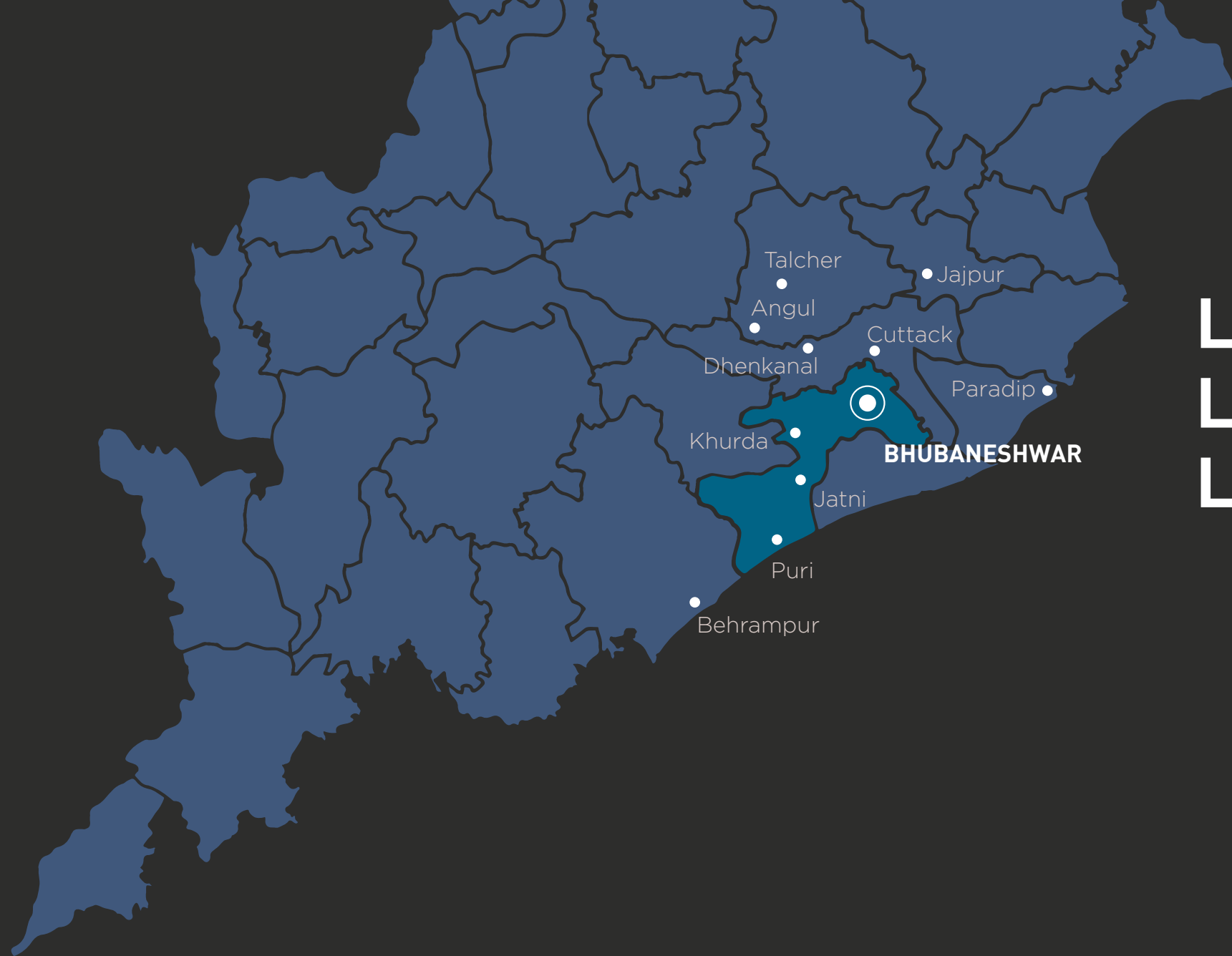
*Since Jan 2008
Source Department of Industrial Policy and Promote, Odisha government
Reuters graphic Christine Chan 25/10/12

ODISHA'S LARGE INDUSTRIAL INVESTMENT AGREEMENTS



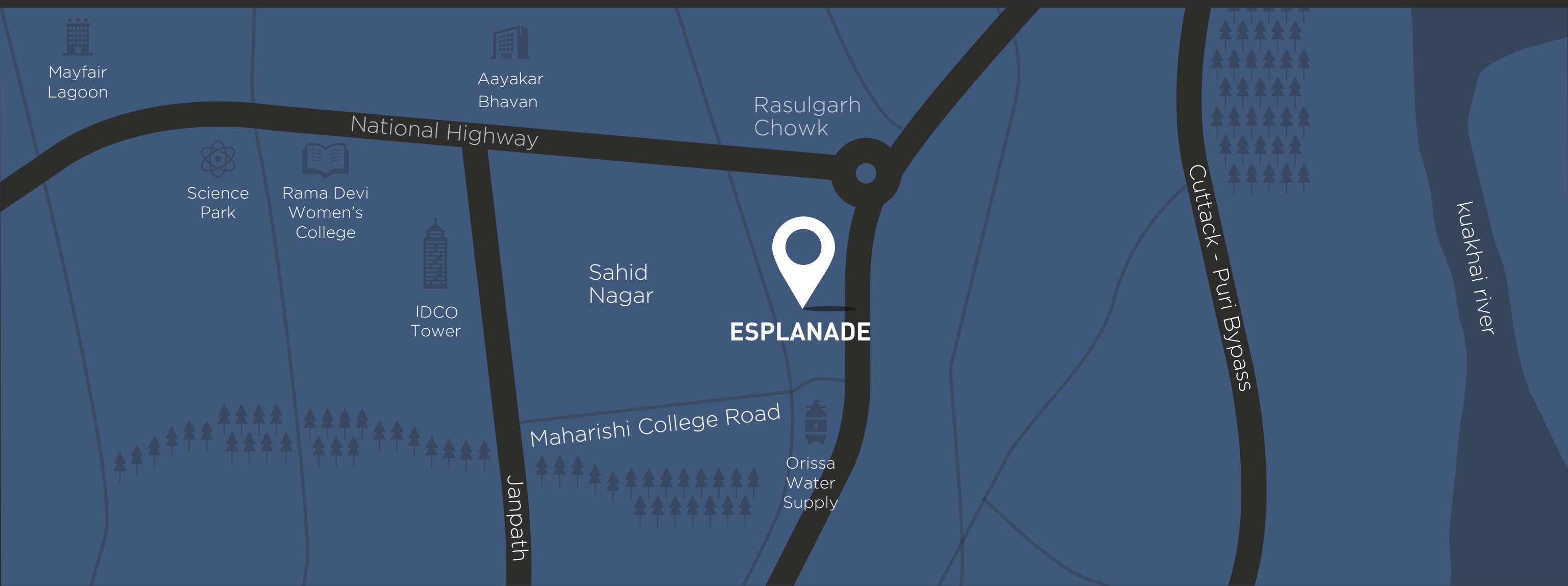
By industry through May 2010 - Crore rupees

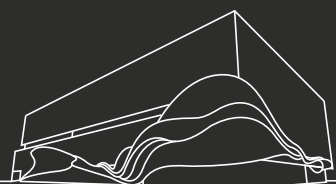




LOCATION, LOCATION, LOCATION

As the first regional mall of India, Esplanade is situated right in the midst of some of Bhubaneswar's most prestigious residential and commercial centers. An under construction flyover lands right at the doorstep and seamlessly connects the project to the other major markets in the vicinity. Esplanade is also completely plugged into the regional transport network. It is smoothly accessible from all major highways flowing into the city and has direct connectivity to the historic city of Cuttack as well as neighbouring cities of Puri, Behrampur, Khurda, Jatni, Jajpur, Paradip, Angul, Talcher and Dhenkanal. Many of these are booming cities with a sizeable population of entrepreneurs and Esplanade is ready to welcome them all.





THE CROWN JEWEL OF THE CITY

Esplanade is designed to evoke the ancient culture of Odisha. A gracefully curving zinc sculpture wraps around the façade and imparts femininity to the design. A lush green landscaped area in front of the space acts as a highlight that emphasizes aesthetics of the structure. The interiors are inspired by the fabled folk arts and crafts of the state reimagined in the modern context. Rich and elegant materials and finishes create a soothing and exclusive ambience in the retail and commercial areas. Green and environmentally friendly, Esplanade is complete with modern retail outlets and a multiplex. It is the pioneering development of this scale in Odisha and is all set to be the central shopping and entertainment destination for the state. Many international brands such as Zara, H&M, Gap, Forever 21, Marks & Spencers, Mango, Aldo and Charles & Keith are set to make their debut in Odisha. A 7 screen multiplex, 300 seater food court, numerous restaurants and themed bars, are amongst the many new things to look out for here.





ESPLANADE

REIMAGINING RETAIL

Modern materials married to traditional techniques, timeless designs recreated for the modern sensibility – Esplanade has been created with care to live up to its position as the first regional mall of Eastern India. Terrazzo flooring and columns cladding in Pandomo finish create the perfect modern rustic look.

YOU ARE THE STAR

Large interconnected atriums highlight every brand and give all store fronts a uniform emphasis. This visual connection also enhances the aesthetic appeal and creates a truly premium ambience.

THE PERFECT NEIGHBOURHOOD FOR YOUR BRAND

Esplanade's tenant mix has been analytically created and features premium brands that appeal to the demographics in the state. The presence of a premium commercial centre within the

building and the largest multiplex in Bhubaneswar ensure regular high quality footfalls. Esplanade is the destination of choice for the state's young and dynamic population and the shopping is looking good.





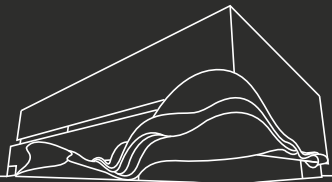
**RETAIL
SPACES**



SUCCESS ATTRACTS SUCCESS

Workspaces at Esplanade offer your business the perfect launchpad to grow. Its modern design, business amenities and central location make work smoother. The presence of high profile businesses in your neighbourhood create the right energy and drive. Esplanade will also feature Bhubaneswar's most premium retail destination,

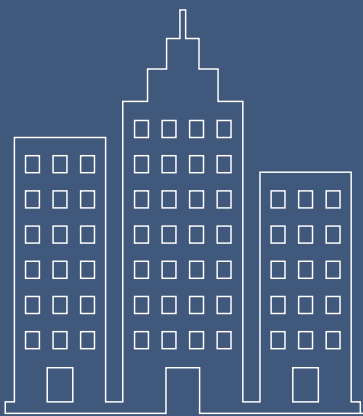
Esplanade Mall, giving you 400,000 sq feet to impress your clients. Craft your strategy for success; give your business a winning address. See the bigger picture Every workspace at Esplanade features a private terrace deck with a rejuvenating garden view. Treat your clients and customers to the most soothing business experience in the privacy of your very own terrace.



BUSINESS CENTRE AT ESPLANADE

Esplanade features a full service business centre with modern facilities such as **secretary on call, reception, conference rooms, tea and coffee services, printing services, internet services and more.** Entrepreneurs and corporations in the city can rely on finding the highest quality infrastructure support whenever they need. Business Centre offers entrepreneurs the opportunity to **scale up infrastructure on demand** without having to invest in facilities and enjoy the comforts of a big office without the capex. Both retail and commercial space tenants can now enjoy this added convenience and look forward to smoother business at their very own Business Centre.





Esplanade by Forum is being constructed by Leighton Contractors Pvt. Limited, a global construction powerhouse and part of the \$50 Billion Leighton Group. Headquartered in Australia, Leighton have been the

engineering minds behind some of the world's most renowned building projects and modern architectural landmarks. Leighton has deep in-house expertise in creating cutting edge green

buildings for a variety of applications. Leighton now brings this expertise to bear on Esplanade. Eastern India's regional mall has been envisioned to be an architectural landmark. Leighton's commitment to excellence in engineering and their dedication to executing the finest details to perfection, ensures that the meticulous thought invested into Esplanade is brought to life.

LEIGHTON GROUP

“Legacy is mankind’s greatest inheritance. It’s been created with its eye on the future, its feet in the present and its back facing the past. Legacy is isn’t about the bygones; it’s future-proofing. It’s making sure that what you create is so beautiful, so resilient and so innovative that it withstands anything the future throws its way and accepts it with open arms, only looking forward, and never once stopping.”

Rahul Saraf
M.D. | Forum Projects

FORUM PROJECTS



Since our inception we have focused on stretching the boundaries of the possible. We seek to go beyond the bounds of the obvious and the limitations of common wisdom, with the zeal of the explorer, the mind-set of the visionary and the passion of the designer. We dive deeper into trends and numbers and most importantly into the very soul of the communities that we serve and see not what is, but what can be.

This mind-set has propelled us into becoming India's leading concept realty developers. Pushing on the boundaries of the possible our

projects have transformed entire localities, cities and markets. To us, success is measured not just in serving the demands of today but in anticipating the needs of tomorrow, in creating lasting impact, in future-proofing.

For Atmosphere, we collaborated with renowned architects and consultants from across the globe to create fine residences that captured humanity's cherished dream - a home in the clouds.

Proud winner of the Best Realty Brands 2015, awarded by the Economic Times.





Infinity is considered to be the harbinger of IT growth in West Bengal. Conceived in the 90s, it still commands a premium over other IT parks in the vicinity.



Technopolis is the 1st Green Building in the world to earn carbon credits





INNOVATION BY HABIT

At the Forum Group, we have perfected the art of seeing tomorrow's possibilities today. Forum Mall in Kolkata was India's first Mall with an integrated multiplex. The mall revolutionized the organized retail industry and showed the dormant consumer potential of not just Kolkata but all of India. Our landmark projects such as Technopolis, Infinity, Atmosphere and others have redefined entire market categories and unveiled the hidden potential of the communities and cities that they serve. With Esplanade we are once more on the verge of rewriting the rulebook. Our experience in retail, in gauging the currents of a city's culture and deep understanding of Odisha and Bhubaneswar all drive us towards creating the first regional mall of Eastern India right here.

SEEING TOMORROW TODAY

Our relationship with this state runs deep. We were the first realty major to build a mall in what was then a tier 3 city. Launched in 2004, Forum Mart was the city's first experience with modern retail. Within a month of its opening, sales records were broken in stores such as Planet M and Baskin Robbins. Big Bazaar and few other retailers tripled their sales projections for their stores. The project was the herald of the retail revolution in the state. Now with more than 10 years in operations, Forum Mart is still the most popular mall in the city due to its expert management and location. Esplanade is the reaffirmation of our commitment to this beautiful land. With Esplanade we seek to add to our string of firsts and be the first to really see what the people of Bhubaneswar demand. We are working on a paradigm shift. We are doing what we do best, we are future-proofing.



Pravesh is the largest luxury residential condominium in Howrah. With homes measuring 10 lakh sq. ft. it echoes indulgence from every corner of its wide living spaces.



A treat for all shopaholics, Rangoli is the one stop shopping destination of Howrah. It hosts retail and office spaces measuring 3 lakh sq. ft.



To celebrate 100 years of Tata Steel, Forum has been chosen to construct and design Centenary. It offers retail and office spaces of 6 lakh sq. ft.



With never seen before retail and office spaces of 2.5 lakh sq. ft., Galleria is Rourkela's first ever mall and multiplex in the city.

HINDUSTAN TIMES

September, 2003

Forum Gives City its First Shopping Festival

BUSINESS STANDARD

September, 2007

Forum plans 10 malls for Rs 2700 crore in East - Business Standard

ECONOMIC TIMES

28th March, 2008

Building for Future

THE TELEGRAPH

29th September, 2005

Safety Spine of Mall Makeover

ECONOMIC TIMES

30th January, 2008

Mall, Large and XL

ECONOMIC TIMES

29th September, 2006

Technopolis sets up Rs 125 cr IT park in state



THE ECONOMIC TIMES

28th March, 2008

Greening for buildings isn't a fad anymore. It's a code for top - notch complexes

HINDUSTAN TIMES

6th February, 2006

Salt - Lake Building to LEED the way into eco campaig

JAMSHEDPUR LIVE

7th June, 2008

Forum gives shape to city centre dream

THE TELEGRAPH

18th August, 2005

Rolling out a retail rack rejig

THE ECONOMIC TIMES

23rd December, 2009

Rahul Saraf buys KMC property for Rs 111 crore

IN THE NEWS

THE TELEGRAPH

7th August, 2010

Forum Courtyard opens its doors to a city starved of international fashion labels

THE TELEGRAPH

5th January, 2010

Forum's annexe to call all shoppers with Mango, DKNY leading the lure

CONSTRUCTION WEEK

12th September, 2011

Building a sustainable future

BUSINESS STANDARD

9th August, 2010

Parking Woes to end as mall gets bigger, swankier

BUSINESS ECONOMICS

15th April, 2012

East India's first International standard shopping mall celebrates 10 years

THE TIMES OF INDIA

15th February, 2007

Eco - Friendly Malls are the in - thing. Forum's extension, The Courtyard, will not need an extra watt of power, thanks to unique energy - efficient measures

THE ECONOMIC TIMES

October 2012

Forum going big on Mumbai

ODISHA BHASKAR

23rd May, 2011

"Atmosphere"- The new icon of luxury living

THE TIMES OF INDIA

Kolkata, 11TH June, 2015

Nat Geo films Forum's Atmosphere for megastructures series

ACE UPDATE

22nd March, 2012

Atmosphere wins Asia-Pacific Property awards 2012

NBM AND CW NATIONAL

August 2015

India's Top 50 Achievers

THE TIMES OF INDIA

Kolkata, 11TH June, 2015

Ride of luxury: Prestige 500, a 15 meter yacht for residents of Atmosphere



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