

forum  
RANGOLI



A neighborhood shopping centre

EXCLUSIVE STORES  
CONVENIENCE STORES



ALL UNDER ONE ROOF

# Forum Rangoli



# Location



# Location benefits

Forum Rangoli will cater to the entire industrial town of Howrah, Dankuni, Belghoria & Barasat.

It is located inside the compound of -  , Howrah's first gated community

The site is well connected to its twin city Kolkata, good accessibility to the Airport, Howrah Railway Station & other major business centers of the city.

# Howrah - About

Total area is about 51.74 square kms

Population is about 48,00,000

Average density is about 3500 people per square kilometers

Literacy is about 77%

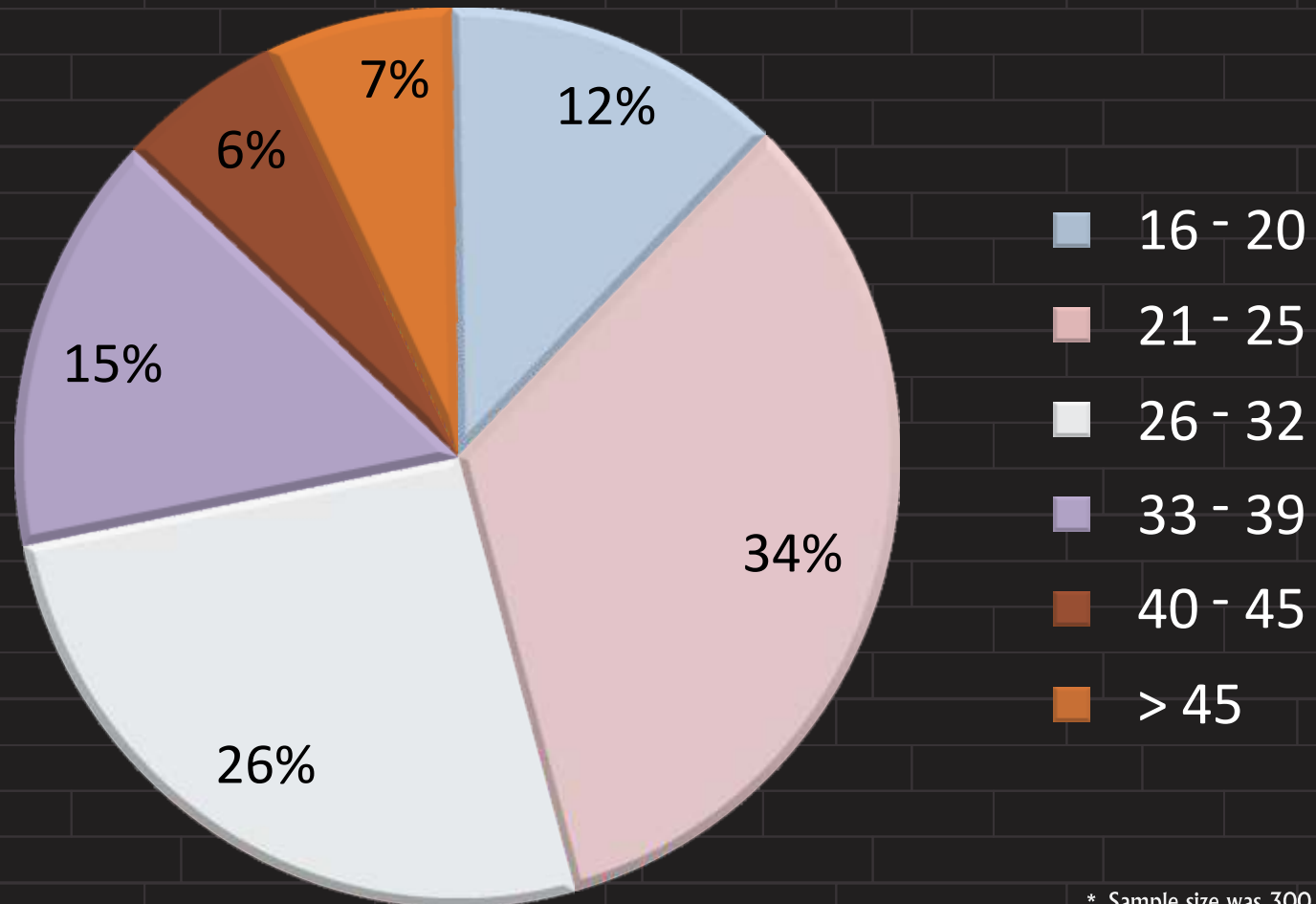
Female: Male ratio is 0.841

Governed by Howrah Municipal Corporation

Has more than 38 schools and 15 colleges & 5 hospitals

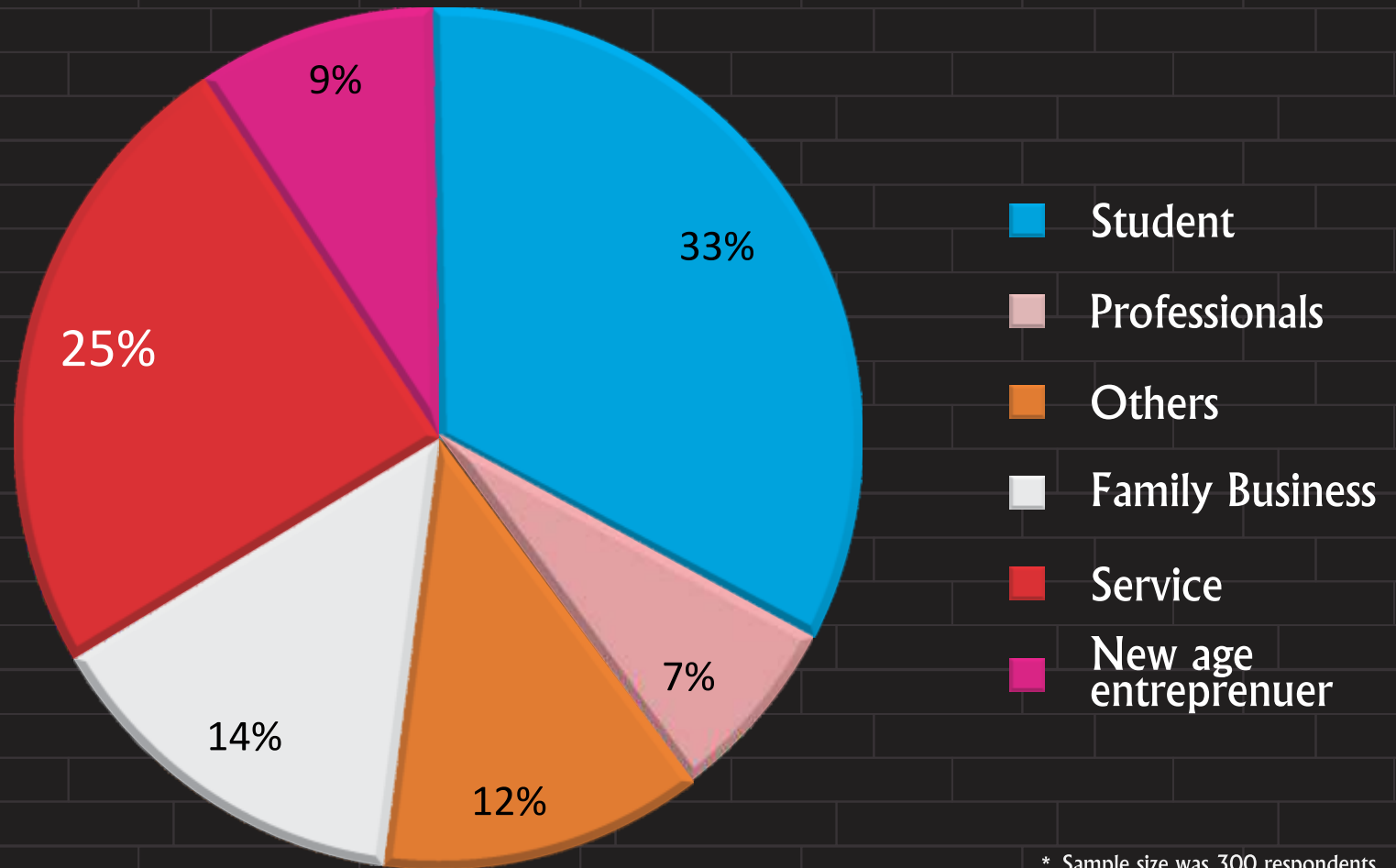
West International City, a Rs. 6000 crore township project, is proposed

# Howrah – Age wise distribution



\* Sample size was 300 respondents

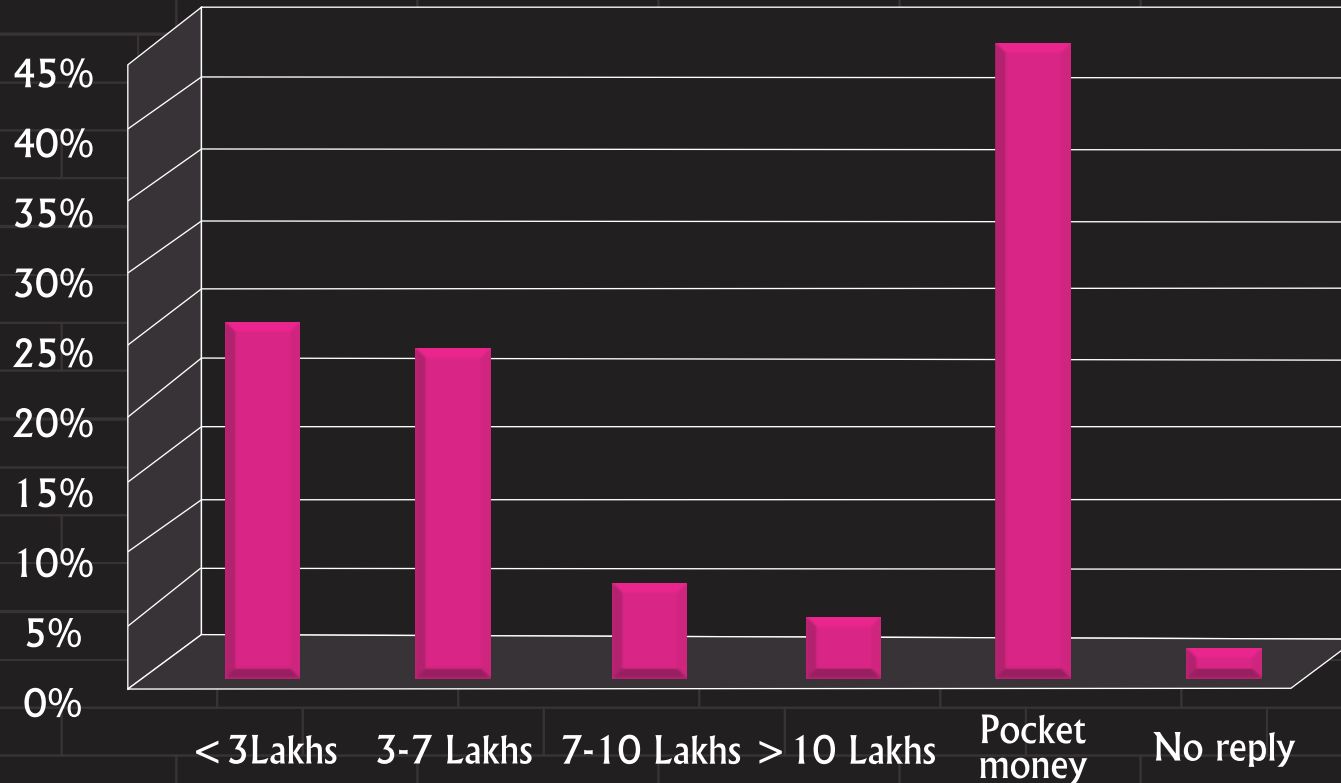
# Howrah – Occupation wise distribution





# Howrah – Income wise distribution

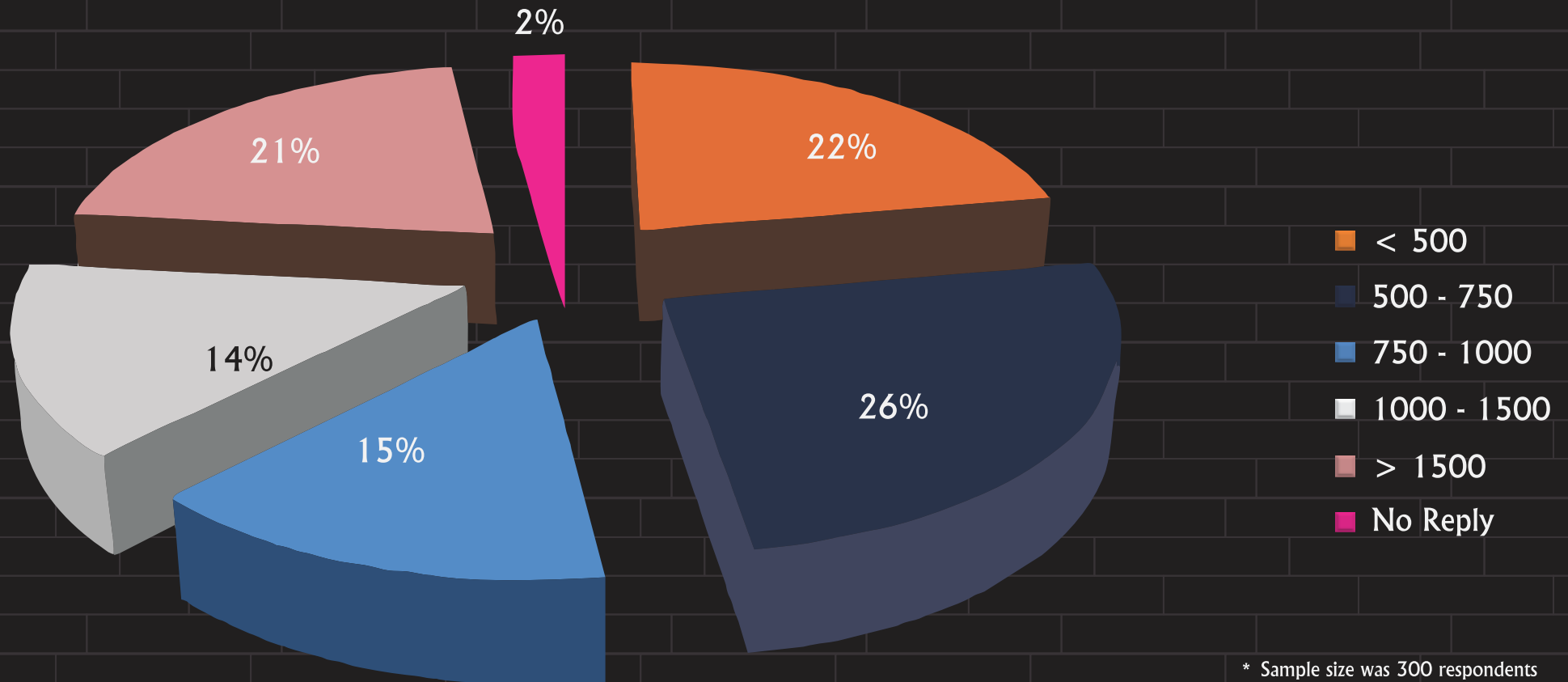
Series 1



\* Sample size was 300 respondents

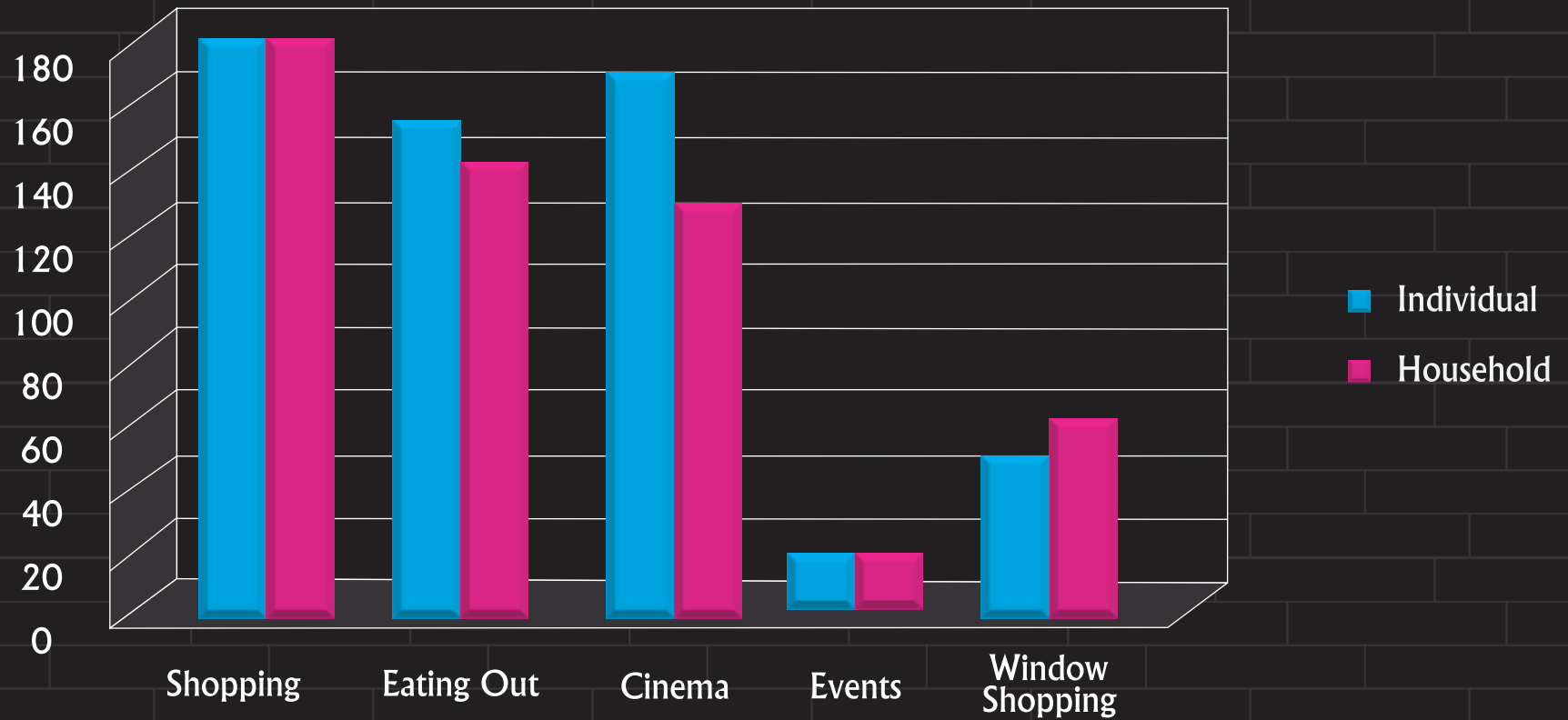
# Average household spending in mall

Spending in Rs per visit



\* Sample size was 300 respondents

# Reason for visiting shopping mall



\* Sample size was 300 respondents

# Catchment

Local Businessmen, Sr. Executives/ Government Officers Professionals

Monthly family income of Rs. 35,000+

Male principal earner in the family

54% Graduate & 41% Post Graduates

Ethnic origin of West Bengal, Rajasthan, Bihar, Jharkhand and other states

Nuclear Family 52%

Joint Family 41%

Extended Family 7%

# Connectivity

Salkia Chowrasta	1	km
Howrah AC Market	4	kms
Don Bosco School, Liluah	400	mtrs
M.C. Kejriwal School	800	mtrs
Belur Math	400	mtrs
Belur Railway Station	1	km
Jaiswal Hospital	1.5	kms
2nd Vivekananda Bridge	3	kms
Howrah Railway Station	6	kms
Bally Bridge & Intersection of NH-2	7	kms
Connectivity to Airport & NH-34, NH-35	15	kms

# Site map



# Why Rangoli?

Howrah's first inside compound shopping mall

Daily grocery shopping

Ground level car parking

4 levels of construction, spread across over 2 acres (approx.) area

Coffee shop

Restaurants

3 screen multiplex

Office space

Multi cuisine food court

Exposure to international brands

Within 1 km of some of the most prominent land marks in Howrah (Belur Math, Don Bosco School Liluah, Salkia Chowrasta).

State of the art infrastructure and constructed in accordance to vastu guidelines.

Howrah's first planned project where residential and retail has been integrated.

A 3 BHK apartment generally cost around 1 crore. Out of 530 such apartments, 80% already been booked.



# Live the Movie – Only at Inox!



Forum Rangoli, will also have Howrah's  
first Banquet facility for weddings &  
special occasions.

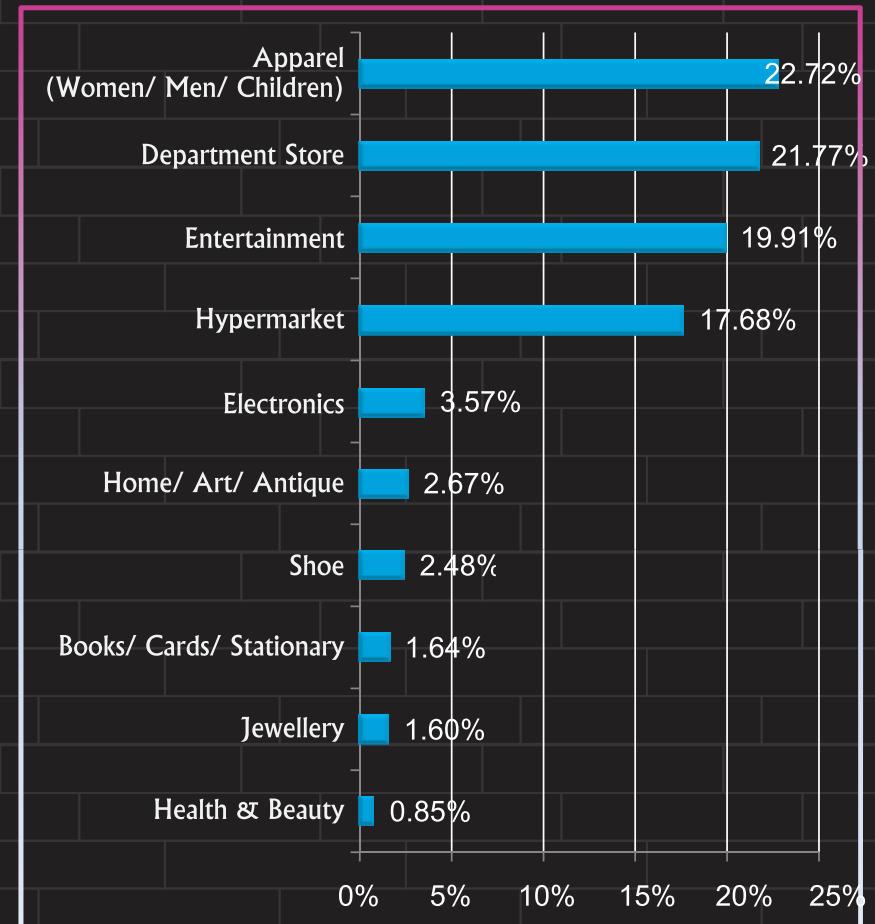
# Tenant Mix

Around 135 stores approx creating an urban lifestyle development with a blend of classic and contemporary design

Fusion of retail & leisure with entertainment concepts designed to cater for all ages.

Over 6 – 7 specialized food outlets and a 150 seat food court

Fashion destination on ground & first floor



# Forum Rangoli – Artist impression



# Forum Rangoli – Artist impression



# Forum Rangoli – Artist impression



Come ... Join the revolution



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For Commercial &

retail space booking

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