

RAIL LAND DEVELOPMENT AUTHORITY (RLDA)
(MINISTRY OF RAILWAYS)

Project Information Memorandum
Multifunctional Complex
At
Bareilly
(Uttar Pradesh)

Railway Land Development Authority
Ministry of Railways
Near Safdarjung Railway Station, Moti Bagh-1, New Delhi – 110021

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1. Disclaimer

This Project Information Memorandum (the “PIM”) is issued by Rail Land Development Authority (RLDA) in pursuant to the Request for Proposal vide RFP Notice No. _____ of 2011 to provide interested parties hereof a brief overview of plot of land (the “Site”) and related information about the prospects for development of multifunctional complex at the Site on long term lease.

The PIM is being distributed for information purposes only and on condition that it is used for no purpose other than participation in the tender process. The PIM is not a prospectus or offer or invitation to the public in relation to the Site.

The PIM does not constitute a recommendation by RLDA or any other person to form a basis for investment. While considering the Site, each bidder should make its own independent assessment and seek its own professional, financial and legal advice. Bidders should conduct their own investigation and analysis of the Site, the information contained in the PIM and any other information provided to, or obtained by the Bidders or any of them or any of their respective advisers.

While the information in the PIM has been prepared in good faith, it is not and does not purport to be comprehensive or to have been independently verified and neither RLDA nor any of its officers, employees, advisers or consultants accept any liability or responsibility for the accuracy, reasonableness or completeness of, or for any errors, omissions or misstatements, negligent or otherwise, relating to, or makes any representation or warranty, express or implied, with respect to, the information contained in the PIM or on which the PIM is based or with respect to any written or oral information made or to be made available to any of the Bidder or its professional advisers and, so far as permitted by law and except in the case of fraudulent misrepresentation by the party concerned, any liability therefore is hereby expressly disclaimed.

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The PIM is for use only by the Bidders. The PIM may not be copied, or distributed by any Bidder to third parties (other than in confidence to that Bidder’s professional advisers) or prospective consortium members. Under no circumstances should Bidders make contact with officers or employees of MOR unless invited by the MOR or in accordance with the PIM.

2. Project Information

2.1 Introduction:

Multi-functional Complexes (MFC) are commercial complexes which are to be constructed in station premises for providing rail users facilities like shopping, food stalls and restaurants, book stalls, PCO/STD/ISD/Fax booths, medicine & variety stores, budget hotels, underground parking etc. Accordingly, development of Multi-functional Complexes is being taken up in different parts of the country at various railway stations. Rail Land Development Authority (RLDA) a statutory authority under the Ministry of Railways offers development of MFC on a Railway Land at these identified sites. The nature of the offer is lease on an “as is where is basis” for a period of 45 years lease.

RLDA has adopted a single stage two packet system i.e. submission of eligible proposal and financial proposal for selection of the bidder for award of the Project. This Project Information Memorandum (PIM) is issued by Rail Land Development Authority (RLDA) in pursuant to the Request for Proposal (RFP) to provide interested parties hereof a brief overview of plot of land (“Site”) and related information about the prospects for development of these multifunctional complexes.

2.2 Salient Features

The site offers an excellent opportunity for a successful commercial real estate development owing to the following factors:

- The sites are located near the Railway station.
- Easy accessibility to Railway Station, Bus stand and in the city area
- Good visibility from station approach road
- Opportunity to create a landmark in the city
- Land form and topography suitable for the construction
- A vibrant commercial catchment area

2.3 Executive Summary

Location	The site is located adjacent to Reservation Office building.
Land Area proposed	1078 Sq.Mt
Built up area	1800 Sq.ft
Current status of site	No Encroachment
Site Surroundings	North- Railway Boundary East- Cantt Road West- PRS Building. South- Rail Land Local Vendors.
Site accessibility	Approachable from Civil Line Road
Topographical Features	Land having a triangular shape consisting of some old structures.

2.4 Process Chart:



Fig 2: Process Chart

2.5 Guidelines for Expression of Interest:

M/s Jones Lang LaSalle has been appointed as Marketing Advisor by RLDA for these MFCs and separate EOI may be sought by them as supplement information to the prospective bidder.

Objective: The Objective of the EOI is to increase the base for the participation in the MFC projects by end users like retailers, hoteliers, banks, pharmacies, bookstores, who operate either individually or as large corporate entities, who may or may not be interested in development of the project. The EOI is not a valid bid in the development process, but instead serves as an offer for leasing of the eventual premises.

Expressions of interest are invited from end users like large chain retailers, hoteliers, and small individual entrepreneurs interested in leasing the premises on a short term basis (min of 9 years) as an indicative rental for developers who might be interested in leasing the land and developing the project.

Expressions of interest are also invited from large developers who have executed projects in multiple cities, who may have a standard set of tenants. Since the process followed is an open tender, retailers and hoteliers who are interested in development are advised to send in expressions of interest, as the EOI would provide indicative rentals to the final winner of the bidding process.

- The EOIs may be annexed to the amended tender document to enable greater transparency for bidders.
- Retailers and Hoteliers interested in leasing space may send in expressions of interest, as this will provide an indicative rental for final leasing from the winner of the final bid.
- EOI must be stamped and signed by the authorized signatory of the company.
- EOI will not be the final contract between the winner of the bid and the end user, which will be subject to negotiations etc. as in the case of any private commercial deal.
- EOI from developers will not be considered as a valid bid for the project, since the valid bid will be only considered as per the normal rules of tendering by RLDA.
- EOI must be submitted within 15 days of the posting of this RFP for the MFCs on the website.

3. Bareilly - A City Profile

3.1 Introduction

Bareilly is a prominent city in Bareilly district in the northern Indian state of Uttar Pradesh. Standing on the Ramganga River, it is the capital of the Bareilly division and the geographical region Rohilkhand. It is located 252 kilometers (157 mi) north of state capital, Lucknow and 250 kilometers (155 mi) east of national capital New Delhi.

A leading regional city, Bareilly is a powerful influence over regional commerce, finance, culture, art, fashion, research, education, and entertainment. It is also a center for the manufacture of furniture and for trade in cotton, grain, and sugar. The city's population in 2001 was 699,839. Geographically it forms the outer gateway to enter Uttarakhand State.

This fast-growing city is also known as Bans-Bareilly (Bansaldev & Baraldev). Though Bareilly is also a production center for cane (Bans) furniture, but it is just a coincidence.

The status of the city has been upgraded when its name was included in the "Counter Magnets" of National Capital Region (NCR) also including Hissar, Bareilly, Patiala, Kota and Gwalior. Bareilly is equidistant from New Delhi, the capital of India and Lucknow, the capital of Uttar Pradesh and thus has a lot of potential for setting up industries and to attract people to settle here.



Fig 3: Location of Bareilly Railway-Map Northern Railway

3.2 Location and Connectivity

Bareilly is located at 28°10'N, 78°23'E, and lies in northern India. It borders Pilibhit and Shahjahanpur on East and Rampur on west, Udham Singh Nagar (Uttarakhand) in North and Badaun in South.

There are six railway stations in the city and three of them have broad gauge connectivity. The Bareilly Junction is the main station in the city and it is connected to places such as Delhi, Ahmadabad, Lucknow, Kolkata, Dehradun, Aligarh, Kathodgam and Mathura. State run buses are available from many cities in the state to Bareilly.

Cities	Distance
Amritsar	707 Km.
Chandigarh	498 Km
Mumbai	1409 Km.
Jaipur	444 Km.
Agra	212 Km.
Lucknow	243 Km.
Delhi	254 Km.

3.3 Demography

According to the 2005 census report of the Government of India, the total population of Bareilly City Region (Bareilly Municipal Corporation and Bareilly Cantt.) is 1,199,839 having distribution as 53% males and 47% females nearly. The area under the city region is 123.46 km². The density of the population is among the high in the country touching 5000 per km²

Hindus form 52% of population. The main population consists such as the Kurmi, jatav, Baniyas, patwa & deval Thakurs, Kayasthas & Punjabis.

Muslims contribute 34%, mainly Ansari, Behna, Rohilla, Rayeen, Ranghar and Shaikh) of the population. Sikhs form about 10% of population and rest are Jain, buddhist and Christians.

Bareilly has an average literacy rate of 81%, higher than the national average of 59.5%, with 88% of the males and 65% of females literate making it under top three districts in terms of literacy in Uttar Pradesh. The main languages spoken are Hindi, English, Urdu, Punjabi, and Kumaoni

Area (in km ²)	123.46
Total population:	8,75,165
Male:	4,63,837
Female:	4,11,328
Females (/1000 males)	824
Density (per km ²)	5000
Literacy average (%)	81%

3.4 Rail Passenger Information

On the Indian Railway network, Ludhiana is positioned on the Delhi-Mumbai trunk broad gauge lines connecting the northern & southern parts of the country. Ludhiana is also well connected to the eastern & western parts of the country through a broad gauge link connecting it to Kanpur which is on the east west trunk broad gauge route of Indian Railways.

Average no. of passengers dealt per day	37226
No. of passenger Trains per day	40

Table: Passenger information
On Bareilly Railway Station

3.5 Retail Scenario

The retail scenario in Bareilly is all set to boom. Many factors are contributing to this boom. The most important factor is that investors are staking on the consumption-fueled growth of the Bareilly economy, which is encompassing glamorous shopping malls, multiplexes, luxury hotels and entertainment centers. Bareilly may soon open the doors of its retail industry to foreign players and retail giants like Wal-Mart will give a thrust to the demand for commercial space.



Fig 5 Existing and upcoming Retail establishments in Bareilly

Amrapali Multiplex Mall, situated in the Lohia Vihar residential Colony at 7-km. stone NH-24 (in C.B. Ganj), is a 5 storey mall accommodates all top brands of apparel, jewelries, electronic gizmos, accessories, souvenirs, home products and departmental stores. It offers a convenient reach to the shoppers from around the city along with great architecture, rich aesthetics and great ambience. It's spacious and ample parking spaces gives shoppers the easy way to do heavy shopping with ease and comfort, free from heavy traffics and hustle and bustle of the city. It houses a 3- Screen JAM (Just About Movies) Multiplex.

Amrapali Multiplex Mall is the fabulous mosaic of the measure itself, the use of beautiful lighting as well as music, water creates the structure in such a way which goes beyond one's imagination. The extensive use of the class offers the ambience charm to the surroundings and high visibility environment that showcases your brand to the best effect. Amrapali Multiplex Mall about 3,00,000 sq. feet along with hypermarket to

cater almost daily need. Under this mall, household furnishing, sports, lounge, crockery, stationery, music, Flowers, Gifts, a list as endless as one desires. And what adds charm to this Amrapali Multiplex Mall for shopping is the retail bazaar that promotes both traditional and contemporary creativity and which also gives the designers to showcase their talent.

Many other malls planned in the city including Aditya Magnet (by 2011), Phoenix United Bareilly Mall (Big Apple Real Estate - by 2011).

The present commercial complexes of the city include Butler Plaza, JJ Mall, Vishal Megamart, CL Mall (with showrooms of Adidas, Weekender, and Reebok), Hind Talkies Building Market and Selection Point Tower. Domino's Pizza and Baskin Robbins (both in D.D.Puram) are two Multi-National Food chains which have their establishment in the city. Many other major food chain giants as McDonald's, KFC, Pizza Hut have also expressed interest in opening outlets in the city.

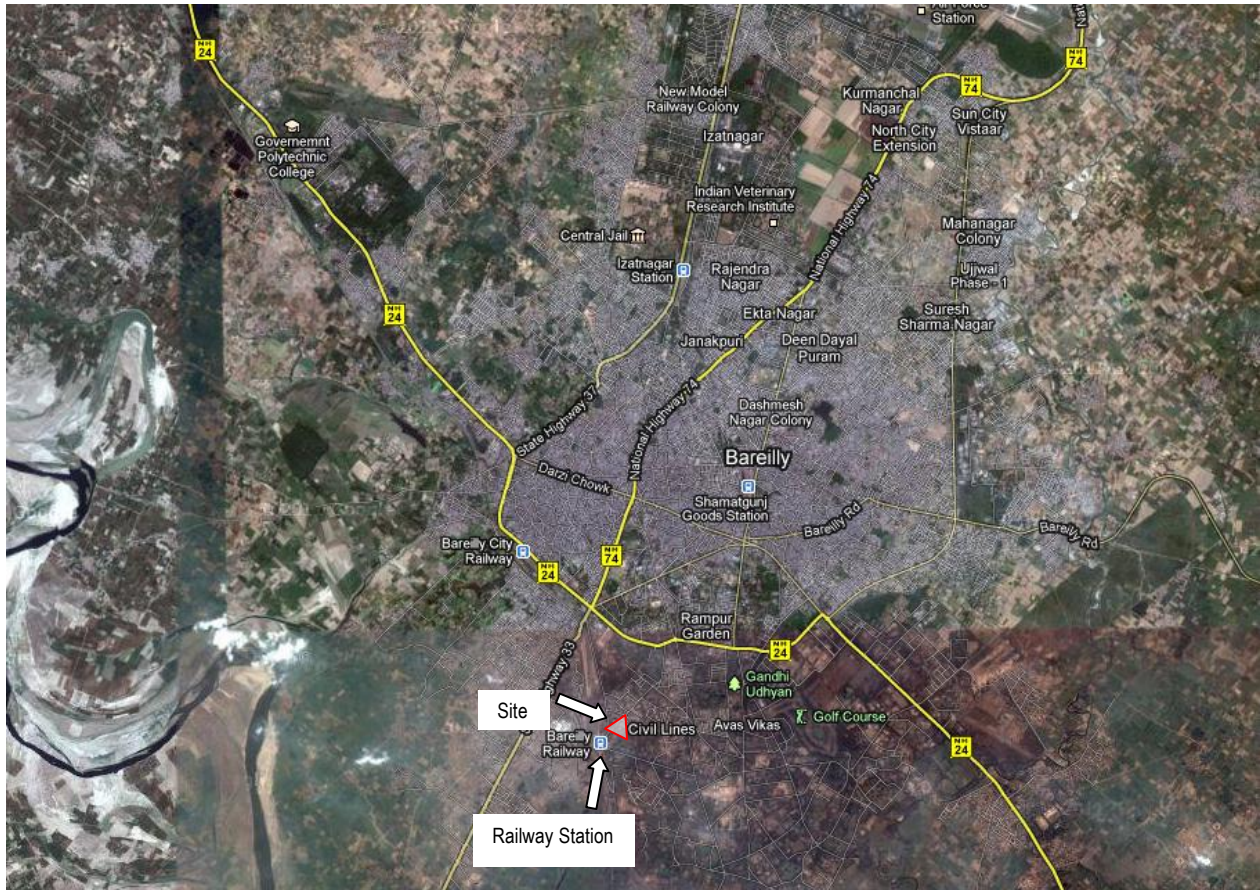
3.6 Snapshots of Retail in Bareilly



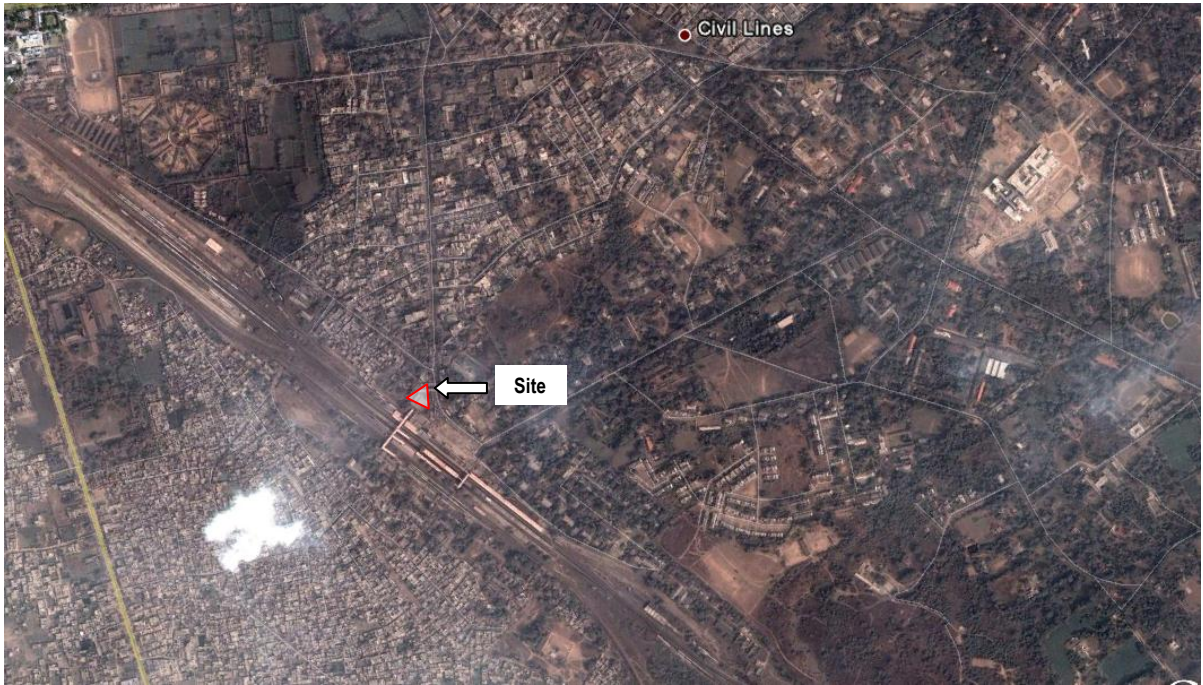
4. Site Information

4.1 Location

The site is located at Bareilly railway station. The location of the site is towards the station entrance from the road. The site has some old structures that have to be dismantled by the developer. The site is facing cycle/scooter parking and a small temple.



Google Image showing the site location



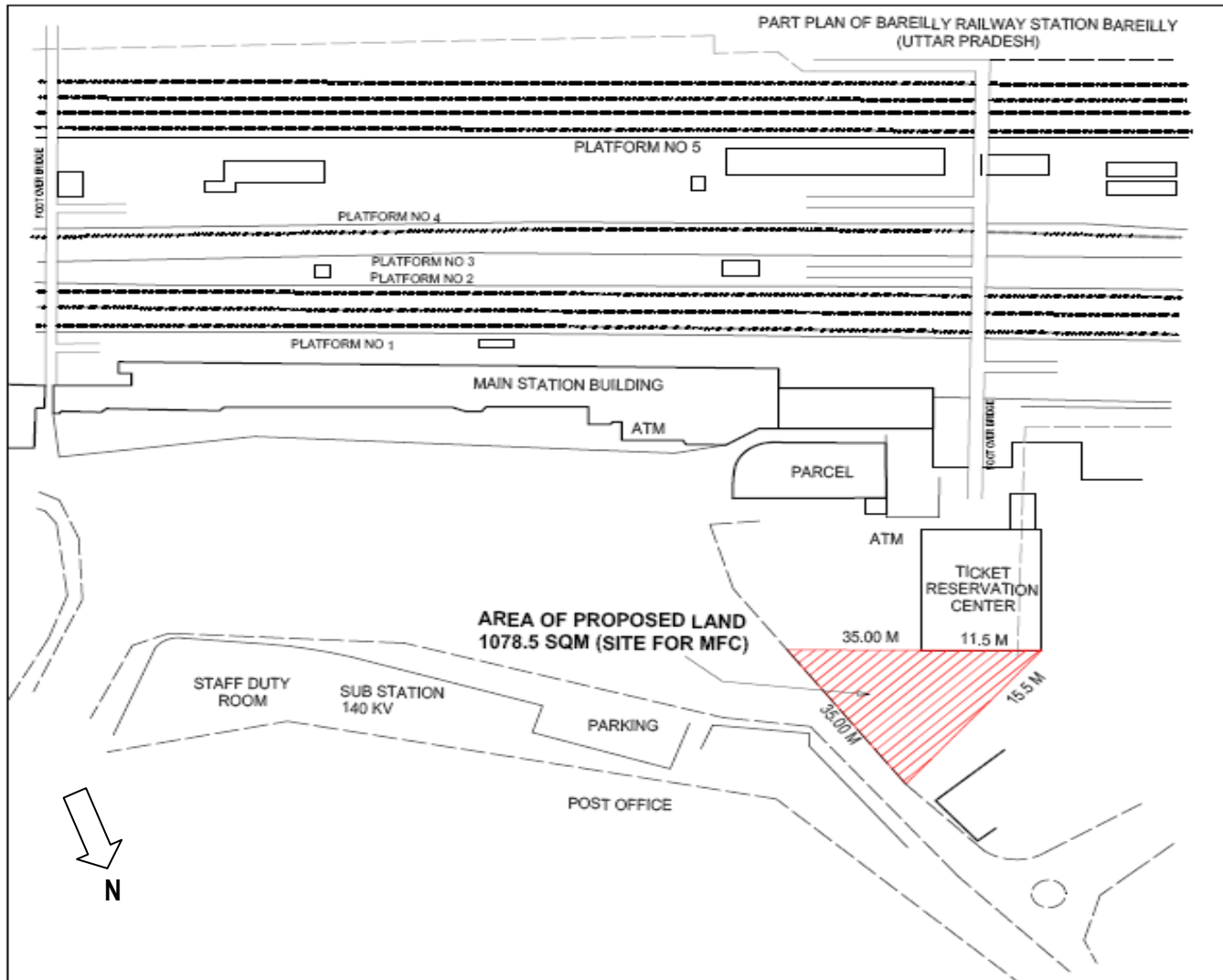
Google Image of site



Google Image of site

4.2 Layout

The layout for the proposed site is shown in figure below:



4.3 Site Photographs



Photo 1: Station Entrance



Photo 2: Site Entrance



Photo3: Site from entrance of station



Photo 4: Circulating Area of the Station



Photo 5: Side of the site from ticket office



Photo 6: Reservation booking office

4.4 Plot Details

The area of subject land plot is approximately 1078 sq m.

Parameter	In sft	In sqm
Site Area Utilized	11599	1078
Maximum Built up Area	19375.2	1800

4.5 Suggested Product Mix

HOTEL	RETAIL	RETAIL AMENITIES
<ul style="list-style-type: none">• Rooms (AC/ Non AC)• Dormitory• Community Center/Restaurant/Banquet	<ul style="list-style-type: none">• Retail Shops/Dining• Anchor/Food Court/Food Plaza• Vanilla Shops• Lounge S Lounge Shops	<ul style="list-style-type: none">• ATM• Clinic• Internet• Café• ISD/PCO• Variety Store• Pharmacy/Book Stalls• Bank Branch + ATM• Prepaid Taxi Car• Rentals• Cloak Rooms• Tourist Information• Boot