

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

**Project Information Memorandum
Multifunctional Complex
At
Kanchrapara
(West Bengal)**

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

RLDA-Project Information Memorandum (PIM) - Kanchrapara

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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 RLDA/RFP/MFC/___ of 2017 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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2. Project Information

2.1 Introduction:

Multi-functional Complexes' (MFC's) 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 has an excellent opportunity for a successful commercial real estate development owing to the following factors:

- Site is 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	Near railway station.
Land Area proposed	3043.05 Sq.m.
Built up area	4868.88 Sq m
Current status of site	The Site is covered by boundary wall and abundant goods go down.
Site Surroundings	North- Railway Road & Colony and Pvt. Cycle Garage West- Private Land, School South- Railway Open Land East - To Platform -1
Site accessibility	Approach Road to Railway Station

2.4 Process Chart:

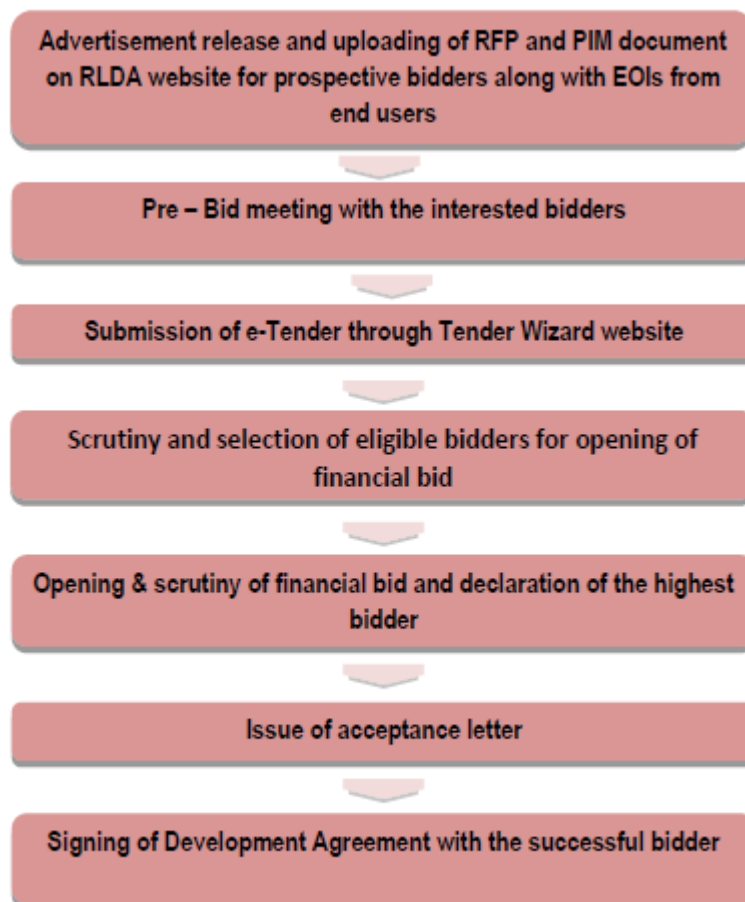


Figure No. - 1

2.5 Guidelines for Expression of Interest (EOI):

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 can be submitted after posting of this RFP for the MFCs on the website.

3. Kanchrapara - A City Profile

3.1 Introduction

Kanchrapara is a small Municipal Town, 48 km. from Kolkata and located at the Northern most tip of North 24 Parganas District in West Bengal, between Latitude 88.42' E to 88.47' E and longitude 22.92' N to 22.96' N with an area of 9.06 Sq. Km and a population of 1, 26, 191. It is butted and bounded by Gayeshpur Municipality to the East, Kampa-Chakla Gram Panchayet to the East and South East, Bager Khal to the North & Halishar Municipality to the West. It comprises of Mouzas, Bizpur, parts of Halishar, Mallicker Bag, Bahirbag, Jonepur, Pallada Kampa & Jethia.

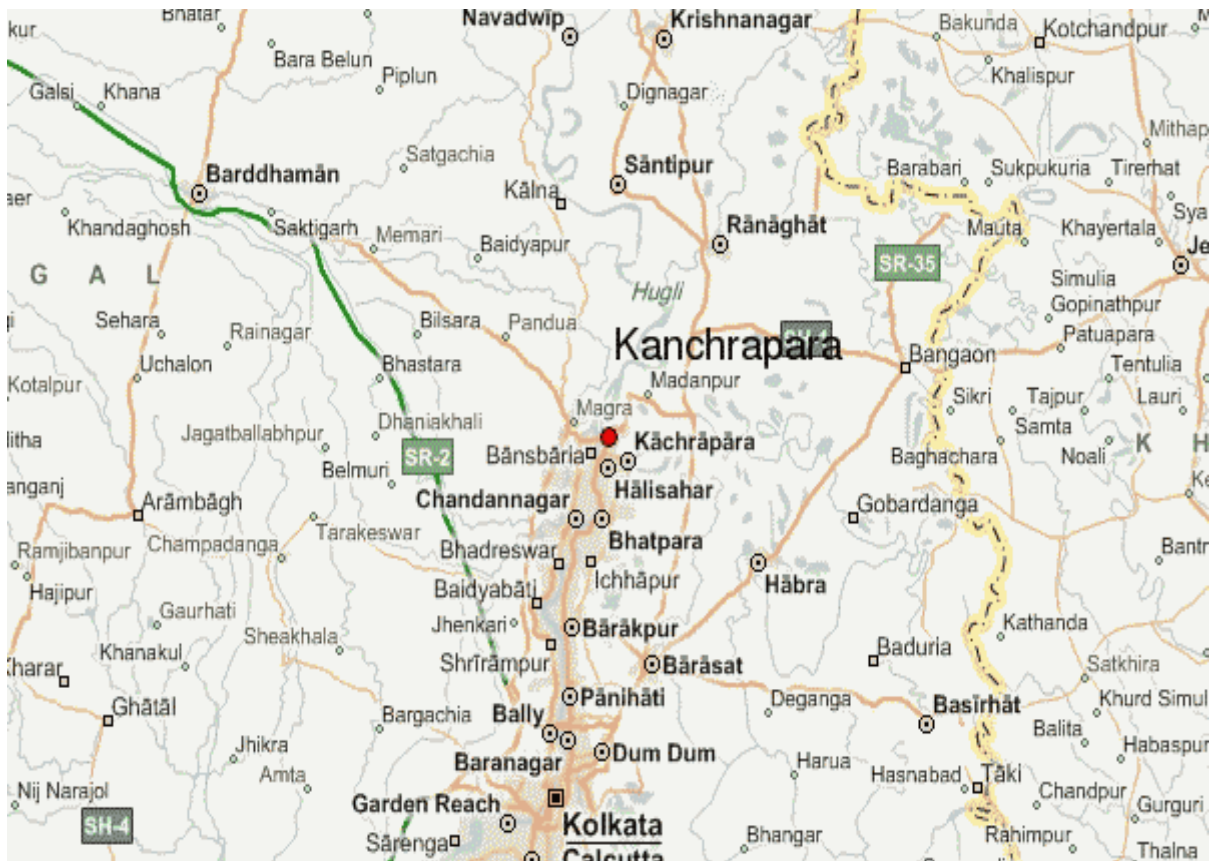


Figure No. -2

3.2 Location and Connectivity

Kanchrapara is located in India at the longitude of 88.45 and latitude of 22.95. Kanchrapara City is a railway junction with connection Delhi, Kolkata, Cuttack, Mumbai etc. All the railway lines are electrified.

City	Distance from the city
New Delhi	1467 km
Kolkata	51.1 km
Cuttack	467 km
Mumbai	1989 km

Table No. - 1

3.3 Demography

As of 2011 Indian census, the total population in the town is 122181, with 61770 males and 60411 Females. Kanchrapara has an average literacy rate of 90.8%, higher than the national average of 74.04%, male literacy is 94.51%, and female literacy is 87.02%. The population includes 8532 persons under 6 years of age.

Area (in km²)	9.06
Total population:	1,22,181
Females (/1000 males)	59,638
Literacy (%)	90.8 %
Male Literacy (%)	94.51 %
Female Literacy (%)	87.02 %

Table No. - 2

3.4 Rail Passenger Information

Nearest railway station is Kancharapara which is within the city. Barrackpore is the sub district head quarter of the city. District head quarter of the city is Barasat which is 29 km away. Kolkata is the state head quarter of the city and is 48 km far from here. Yearly average rainfall of the city is 1400 mm.

Kancharapara Railway station. EMU (Electric multiple unit),

- Up towards Krishnanagar City, Shantipur, Ranaghat, Chakdhara, Gede & Kalyani Simanta.
- Down towards Naihati, Barrackpore, Dumdum, Sealdah, Budge Budge, Princep Ghat & Majherhat.

Kancharapara lies in Eastern Railway zone and is well connected to Delhi, Kolkata and Mumbai etc.

Average no. of passengers dealt per day	27,500
No. of passenger trains per day	87 Pairs

Table No.- 3: Passenger informationon Kancharapara Railways

3.5 Retail Scenario

For a different set of people, the city, located at twenty four hour's drive from Central capital New Delhi, and two hour's drive from Kolkata (Capital of west Bengal) is seen in a very different light, holding a promise of a blossoming future. The city is drawing a good deal of retail players who foresee the city as becoming one of the centres of development after Kolkata, the state's Capital. The city is strategically located and interest levels from the retail side are high and growing. Though in the last few months there was a lull in demand, now Kanchrapara is on the list of 'must-be-in' cities for a considerable number of brands.

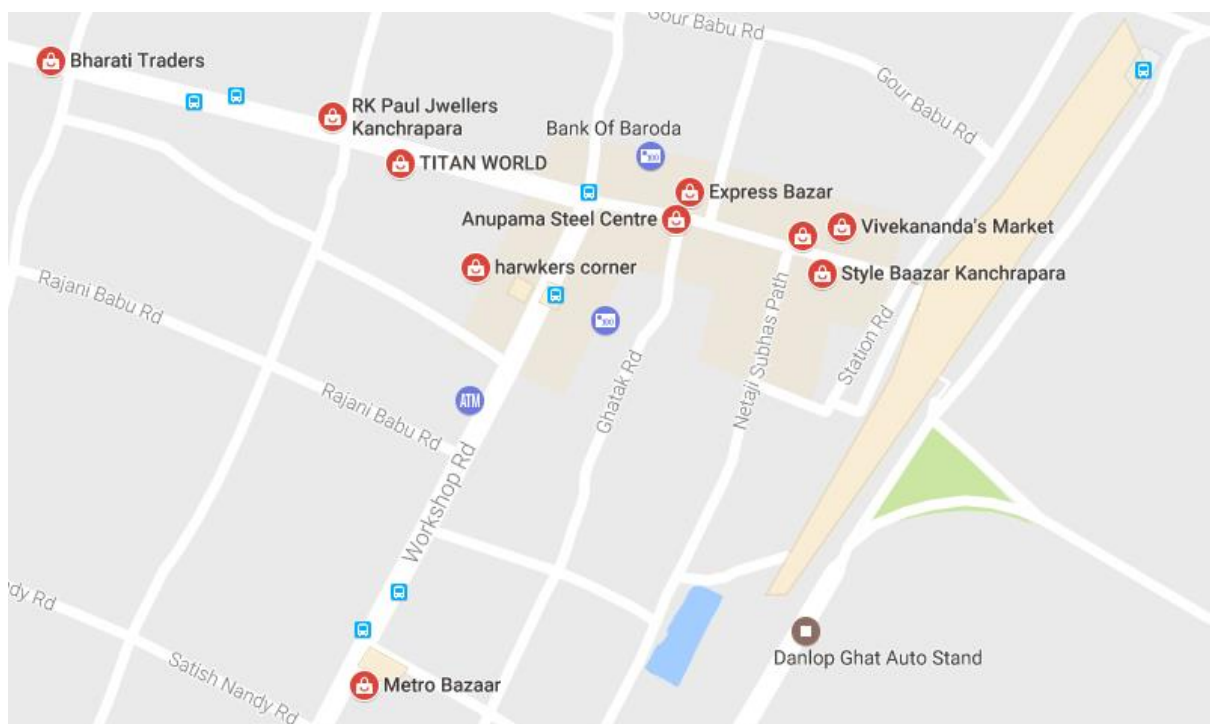


Figure No. - 3: Existing and upcoming Retail establishments in Kanchrapara

In the recent years, several developments have been made to the economy of this city.

Many well-known brands like:

- Sreeniketan
- Peter England
- Pantaloons
- Bombay Dyeing
- Pepe Jeans
- London Bridge
- Express Bazaar
- Style bazaar
- Aditya Birla
- Mio Amore

These are opened their showrooms in Kanchrapara. Several jewellery brands, like:

- Senco Gold And Diamonds
- P. C. Chandra Jewellers
- Anjali Jewellers, etc.

These brands are also opened their showrooms here.

With the potential and the propensity to spend, the people of Kanchrapara have made this city a destination for retailers. The MFC of RLDA in Kanchrapara is in the centre of the city with easy accessibility and because of its strategic location it can attract a large number of crowds. RLDA has also planned to increase the FAR based on Pro-rata basis so that the MFC can accommodate large number of retailers making it a one stop destination of the city.

Population of the city has increased by 2.7% in last 10 years. In 2001 census total population here were about 1.3 lakh. Female population growth rate of the city is 5.3% which is 5% higher than male population growth rate of 0.3%. General caste population has decreased by -3.7%; Schedule caste population has increased by 27.3%; Schedule Tribe population has increased by 104% and child population has decreased by -2.9% in the city since last census.

3.6 Snapshots of Retail in Kanchrapara:



Figure No. - 4



Figure No. - 5

4. Site Information

4.1 Location

The site is located at Kanchrapara railway station. The site is vacant with boundary walls. The current site has good accessibility and has potential as a city bus stand is also nearby. The main market of the city is also present nearby. Also the presence of colleges and shopping malls near the vicinity adds to the advantage. Presence of premier institutions like Kanchrapara college also adds to the advantage of the city.

The site has a railway parking lot for Cycles and Two Wheelers along its front side.



Figure No. – 6: Kanchrapara Railway Station

Google Image



Figure No. – 7: Site Location

4.2 Layout

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

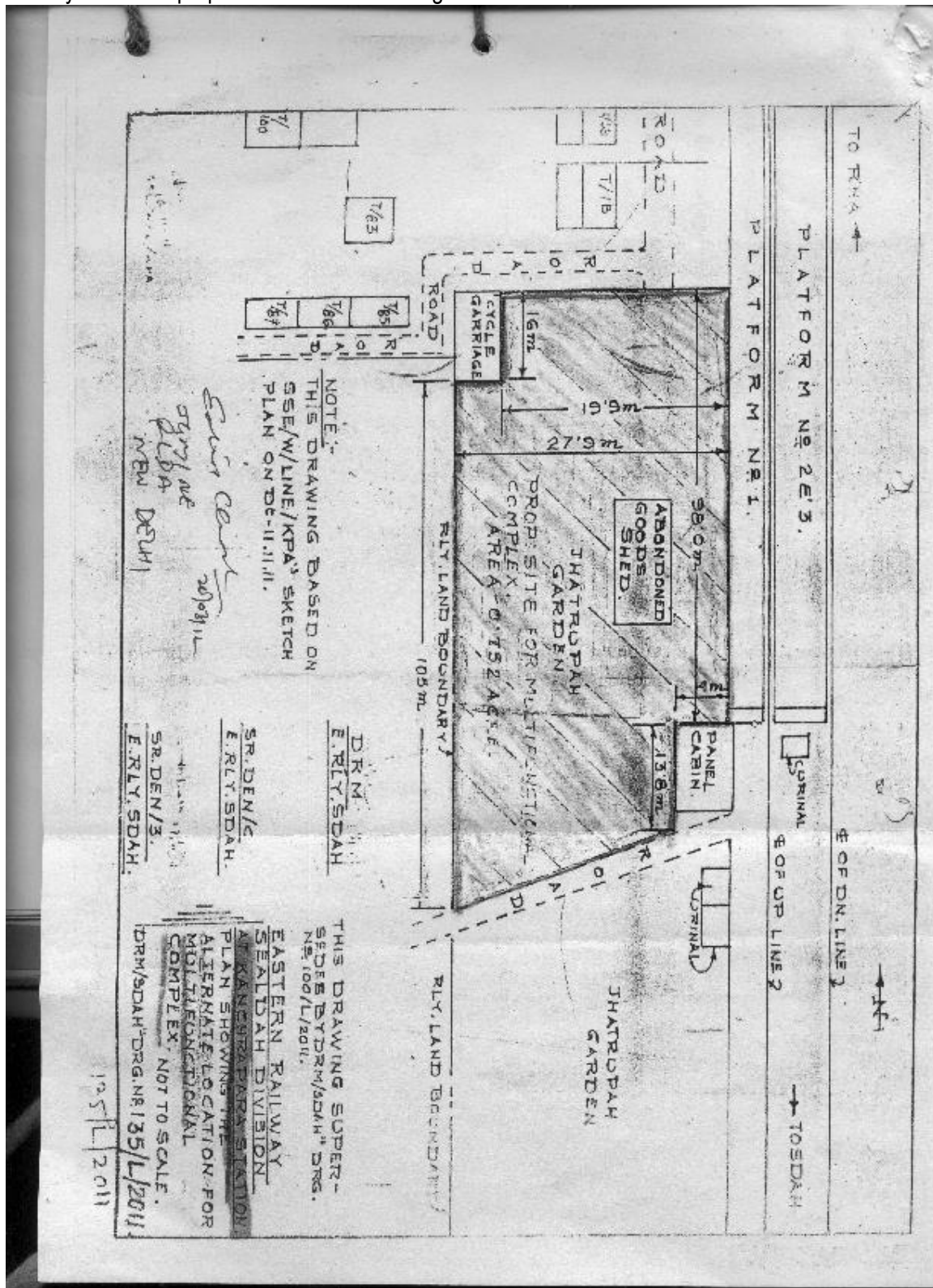


Figure No. 8: Layout of the site

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4.4 Plot Details

Plot General Information:

No hoardings, structures or occupants.

There is an abandoned shed in the premises

*Note: Built up area increased to 6844.86 Sqm. On additional payment on prorated basis.

Parameter	In Sq. m
Site Area Utilized	3043.47 Sq. m.
Maximum Built-up Area	4898.88 Sq. m

Table No. - 5

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 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

Table No. - 6