

# ACTIVATION



# Mall, Airport, Aircraft-Kolkata

Mall Activity and Airport activity for 7 days in each mall/Location within the span of one month

Kiosk design for International Brand promotion with International flavor

- 1 A graded **EMCEE** in each place to Interact with audience
- 2 **Promoters** for free sampling and product selling.
3. **Interaction** with the crowd specify with the products and other games



Mall & More...  
*family*

# Mall Activity



# KOLKATA City Centre Salt Lake Mall

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City Centre Salt Lake is the mall that worked itself into people's hearts. When a vacant wasteland got transformed into an Indian lifestyle landmark, it was an icon of change for a City that became happening all at once.

Identified by its inclusiveness, its uniqueness and its diversity, City Centre Salt Lake from the very beginning has been a place that extends a warm welcome to everybody.

It captures the true spirit of Kolkata and its passion for 'adda'. From the central 'Kund' to numerous other hangout options that allow you to find your own space amidst the crowd – you know that this is where you would always want to be.

A comprehensive retail mix. The integration of market and community. The signature architecture of the legendary Charles Correa. Not just another mall.

# KOLKATA City Centre Salt Lake Mall



### > Fusing the bazaar and mall

The Indian bazaar format is informal and has intensely personalised seller-customer interaction. It is also more pluralistic. The western mall format is characterised by mammoth retailers selling primarily branded products to segmented customers. City Centre represents a harmonious presence of both.



### > Judicious activity mix and more variety

City Centre has commercial activities, shopping, food and entertainment. It has the highest number of food outlets among any mall in Kolkata, with an unbeatable variety – Thai to North-West Indian to Chinese to Italian, plus one large food court. It has a four-screen multiplex and a large 10,000 sq. ft electronic games and entertainment section. For the shoppers, we have Shoppers Stop as an anchor and nearly 200 other outlets.



### > Inclusive character

A promise of something for all kinds of visitors – the affluent, the price-conscious, the senior guest, the on-the run, the idling kind, the in-crowd...list goes on.



### > Relaxed ambience

Spacious 'adda' space where the Kolkatan or his guest can truly relax over cuppa and conversation. A welcome hybrid difference between a natural and conditioned environment. A street-feel without the street.



### > That 'boundless' feeling

The absence of a boundary wall makes City Centre an integral part of the city rather than a gated complex. A place that doesn't scream for attention and yet can't be ignored.



### > Open format

People don't want to get wet in the rain while shopping, they also prefer a shade to avoid the sun beating down directly on them and want a walking area free of vehicular movement. City Centre Salt Lake responded rightly to these typical 'Indian bazaar'; challenges. It has large pedestrian walkways covered by a polycarbonate roof; the buildings alongside are so arranged that they provide diffused sunlight and the roof at 25 ft above the ground enhances the sense of openness.

# MEDIA REPORT ON PAST CAMPAIGNS

## CHHOTA BHEEM

IT WAS TWO DAYS OF DANCE AND DELIGHTS, LADDOOS AND TATTOOS, GAMES & GIGGLES AT THE TELEKIDS CHHOTA BHEEM CARNIVAL, PRESENTED BY HORLICKS, IN ASSOCIATION WITH CITY CENTRE. WERE YOU AT THE CHHOTA BHEEM CARNIVAL? TELL [t2@abp.in](mailto:t2@abp.in)



"Chhota Bheem is very strong and that is why all the girls like him," declared **SHIVIKA BHANBANI** (left), *Class I, Modern High School*. "He is very cute! I love how he eats laddoos and becomes strong. I am so excited to see him and the people from Dholakpur here," chipped in her friend, **YASHVI SUREKA**, *Class II, Lakshimpat Singhania Academy*.



"Girls like Chhota Bheem because he is strong and smart. And I also think he is cute," chirped **JAISHWARI GOSWAMI**, *Class I, Ashok Hall Girls' High School*.

**What:** Horlicks presents Telekids Chhota Bheem Carnival, in association with City Centre.

**When:** November 16 and 17. **Where:** Kund area, City Centre, Salt Lake.

The two-day gala brought more than 80,000 kids along with their parents to City Centre to meet and make merry with the hero of Dholakpur, Chhota Bheem, and his friends Chutki, Raju and Jaggu.

This was the second edition of the carnival and gave the wide-eyed little fans the chance to dance with their fave toons, gorge on Tuntun Mausi's famous laddoo that gives Bheem all his strength, and play loads of games.

While the kids had a ball at the games counters and tattoo corner and rocked the stage with the Bheem team, parents went click-click-click.

The fans also got to take back a bit of Bheem, in the form of pillows, blankets, tees, bottles and tiffin boxes.

Even after hours of games, music and dance, the children were in no mood to leave. The two-day festival brought joy to everybody and closed with a promise to return next year.



**BHEEM BRIGADE:** Everyone wanted to get up close with Chhota Bheem. The meet-and-greet sessions were a big hit, with children getting to shake hands, hug and groove with the boy hero and his gang. Some had even brought gifts for Bheem!



**MAGIC MUNCH:** Tuntun Mausi's laddoo was every kid's go-to to 'gain their strength back' - just like Bheem!



**GIRL GANG:** If the boys couldn't get enough of the powerful Bheem, many girls made a beeline for his friend, Chutki.



**TAILSPIN:** Kids got playful with Jaggu, the talking monkey. They even pulled his tail but Jaggu didn't seem to mind!



**GAMING ZONE:** A little fan tries her hand at 'Feed Kalia', while (right) another takes aim to slay evil demon Kirmada and become 'Dholakpur ka Archer'.



**FAMILY OUTING:** AARYANSH and AAKARSH grinned victoriously, having dragged their busy dad, fashion designer ABHISHEK DUTTA, to the Chhota Bheem carnival on Sunday. But daddy dear didn't seem to mind! "They have been nagging me since morning and I had to give in. The carnival looks interesting. I am ready to explore," smiled Abhishek, wife JAYSHREE by his side.



**MOM AND ME:** RUPSHA DASGUPTA, the manager of rock band Fossils and wife of frontman Rupam Islam, had an eventful day at the carnival with their three-year-old son RUP AAROHAAN PROMETHEUS. "Rup is quite crazy about Chhota Bheem, and even though we avoid watching TV, he has all the Chhota Bheem apps downloaded on his iPad," she laughed.



**COSTUME GIRL:** Three-year-old MYRA JAYASWAL came dressed as a watermelon with Bheem stickers all over her arms. "She was crying as she could not shake hands with Bheem on Saturday, so I had to bring her again today," said mother Soma.

**ON THE MOVE:** VIHAAN PUROHIT, Lower Nursery student of La Martiniere for Boys,



**TATTOO TIME:** SPARSH CHOWDHARY was elated to have his favourite Jaggu tattooed on his forearm and (below) three-year-old KABIR shows his Bheem tattoo to dad DJ AKASH. "It is wonderful to see the smile on the kids' faces after they meet their hero!" said the music spinner.



"I loved dancing with Chhota Bheem and playing with Jaggu's tail. Wish I could go on an adventure with Bheem," chuckled **SHRIYAAN DASGUPTA**, *UKG, Delhi Public School, Ruby Park*.



"I like Chhota Bheem because of his power. My favourite actor is Akshay Kumar but I like Bheem more. If I was Bheem I would like to punch the bad people and if they dared to do it again then I would beat them so hard that they would go to the sky," smiled **RAJDEEP SINHAROY**, *Class II, Bharatiya Vidya Bhavan*.



"I admire Bheem because he helps everyone. Watching how loyal Chutki and Jaggu are, I don't know the real meaning of friendship. I want to have friends like them," said **DIVYA BAID**, *Class VIII, Ballygunge Shiksha Sadan*.

# MEDIA REPORT ON PAST CAMPAIGNS

## EBONG ILISH

**10 RESTAURANTS, 2 VENUES, 3 LAKH FOODIES — EBONG ILISH, PRESENTED BY t2 & CITY CENTRE, WHIPPED UP A BLOCKBUSTER HILSA FESTIVAL IN THE CHENNAI EXPRESS WEEKEND!**

**M**ore than 300,000 hilsa lovers celebrated their love for the fish at Ebong Ilish, the three-day festival presented by t2 and City Centre, over the weekend. Fried, air steamed or cooked on dum — foodies pattered around with plates of traditional and fusion hilsa dishes at City Centre Salt Lake and New Town from Friday to Sunday, ignoring the drizzle. "I had come on Friday and loved the fish festival so much that I returned on Sunday, this time with my full family. Thank you t2, such a great festival," said Jyotirmoy Deb, a resident of Bandel. Lovedly if there are people who made quite a journey for a date with the hilsa, some residents of Salt Lake and New Town made it a point to have their lunch and dinner at Ebong Ilish. Here are some snapshots...

### CITY CENTRE SALT LAKE

#### DAY 1



Born and brought up in Lucknow, the city of kebabs, ISNL employee Sajal Banerjee decided to check out Ebong Ilish after reading about it in t2. Along with niece Aditi Mathik, he dug into four hilsa preparations from Raajbari Khawa. "We had Kochu Shuk with Fish Head, Hilsa Patari, Shooshe Ilish and Ilish Fry," said Sajal.



Anjan and Iliha Chatterjee from Jadavpur love their hilsa fried. After a quick look at the menu, they chose the Continental Catering Services hilsa for its Fried Hilsa with Steamed Rice. "The oil from the fried hilsa is just fantastic," declared the foodie couple.

#### DAY 2



Their workplace is just opposite City Centre Salt Lake and Saturday being half-day at office, colleagues (L-R) Kabali Paul and Memorial Banerjee didn't want to miss Ebong Ilish. Their pick? "The Ilish Bhapa and Rice combo from Raajbari Khawa. We rarely get such quality fish in the local market," said Kabali.



The six-member Saha family from Salt Lake, led by college teacher Turin Saha (far right), was there for a hilsa hush. And each member ordered a different item from Ebong Ilish — Ilish Borsobol, Ilish Bhapa, Shooshe Ilish, Ilish Patari...

#### DAY 3



Siblings S Falgun and Omkar Zor shared the plate who were told The Rose (Viand) at had run 0 Indian B. Hilsa. "It hilsa but I have it at home bec has too m bones. He baked hils almost boneless," Omkar will tingsh get



New Town residents Ranjit Sarkar and Sangita Roy opt Italian Bhado Hilsa from T2 (Viand), Ilish Patari from P Restaurants and Shooshe Ili from Sonar Tori. "The Hilsa okay, the Bhado Hilsa with it and different but the Shooshe Ilish was the best," said San



The proprietors of the momo house The Blue Poppy — Donna Wang (left) and her daughter Searam (right) — arrived with family and friends. "We are here to try at least one item from each stall," they chorused, starting their fish adventure with Langpata Dye Ilish Machher Cutlet from 6 Ballygunge Place.

Rarely does one across a two-year hilsa connoisseur Anshul Chakraborty (left) and Garia is certainly The B's one hilsa a fishhead (with I Shuk, from Haugh Khawa) like a pet

### ON OFFER



### CITY CENTRE NEW TOWN



**DAY 1**  
Tirna Kundu, Class VI student of Mangalam Vidya Nilayam, relished Ilish Patari from Bhoj Caterers. "We live next door. So we decided to have Ilish and then watch Chennai Express," said the 11-year-old.



Belghata residents Nina Ghosh (extreme right) and her sister-in-law Sonali Das, both 34, chose Ilish Patari from Raajbari Khawa as their "staple". "We saw it in t2 and decided to bring my husband and children," said Nina.



Debanikar Dutta and his friend Arpita Pramanik were the odd ones out. They tried only tiramisu from the Swissotel stall. "We came to shop and since the weather is humid, we chose tiramisu over Ilish," said Debanikar.



**DAY 2**  
Calcutta Boys' School kindergarten student Chirayu Sengupta came to his father and pointed to his favourite dish — Shooshe Ilish (at Raajbari Khawa).



**DAY 3**  
Srihama Bhattacharya (right), 19, loves fish but not her friend Patrali Roy, 25. All that changed at the festival. They took only a few minutes to lick clean their plate of Ilish Biryani from Bhoj Caterers. "This is the first time we heard of the dish," said Patrali.



The rains couldn't stop Preeti Roy and her son from enjoying Ilish Patari from Bhooter Raja Dilo Bor). The family from Dabai are on vacation and this was their first rendezvous with the hilsa. "We just couldn't resist it," said Preeti.



The Majumders from Bagulati were caught with some spicy hilsa preparations... Ilish Bhapa, Ilish Biryani, Ilish Patari and Ilish Pulao. "The day we read about the festival in t2, we decided to drop in for lunch. The entire place smells of Ilish, which is making us hungry. At restaurants we don't get to see the food until the order arrives but here we can order after seeing the dish," said 57-year-old homemaker Mahan Majumder.



Ebong Ilish brought together three generations. After sharing Ilish Patari from Bhoj Caterers with her mother and grandmother, second-year engineering student Hridika Mukherjee (left) nursed to Shooshe Ilish from Prince.



While the foodies were busy with their plates, Debarshri Debnath, a first year student of photo journalism, captured some "fishy" moments. "I love eating and clicking pictures of Ilish. So before digging into the different preparations, I took some pictures," said Debarshri.



Their families are vegetarians but not they! So husband-wife duo Rudresh and Divya Tiwari made the most of the hilsa festival. They had Shooshe Ilish from Prince Restaurant. "This is one Bengali dish both of us love and since we cannot cook it at home, this is a perfect place to enjoy it," said Divya.



Adrija Dutta, Class IX student of Delhi Public School, New Town, and her father Amit Dutta wanted to try a modern Ilish preparation. They chose Ilish Biryani from Bhoj Caterers and Hilsa Vindaloo from K.K's Fusion. "Usually at home we cook traditional Ilish recipes. That is why dad and I chose something different," said Adrija.

**Text: Sibendu Das and Malanicha Dasgupta**  
Pictures: Anindya Shukla Roy, Anshul Chakraborty, B. Halder and Rashibhari Das  
Did you enjoy Ebong fish? Tell t2 @t2op.in



## FAST FOOD

### KING CUTLET MET QUEEN SHERBET TO GIVE US A ROYAL TREAT AT CALCUTTA CLASSICS, PRESENTED BY t2 AND CITY CENTRE, THIS POILA BAISAKH

**A** walk down heritage *gali* for GenX, a trip down memory lane for GenEx. Novelty for GenX, nostalgia for GenEx. City Centre — Salt Lake and New Town — resembled a mini “retro” city with Calcutta Classics, The Fast Food Carnival, held on April 13-15, dishing out a slice of Calcutta’s food legacy. Not burgers or pizzas, it was all about good ol’ “chop, cutlet and *kabiraji*”. Also, pastry, pudding and sherbet — Calcutta’s colonial food link. As 10 famous munch stops set up stalls at City Centre Salt Lake, the Kund area was the place to be for many Calcuttans last weekend. At the end of three days, the combined footfall in the two City Centre stops stood at 2.5 lakh!

*What did you like best about Calcutta Classics and what food festival would you want next? Tell t2@abp.in*



Brothers (L-R) **Sourjya** and **Arka Hazra**, and their friend **Sourajit** (in black) — all La Martiniere students — sipped on Cream Green Mango Sherbet from Paramount after having “chop cutlet” from Niranjana Agar and Kalika. “I have grown up in the College Street area and this is a wonderful event to give my kids a feel of the heritage food,” said Sourjya and



Class IV student of St. Joan’s School, **Subhakhee Das**, and her brother **Debaiudh** had had their fill of chop-cutlet on the first day itself. But their mom brought them on Monday again as she felt “they must know how a *kabiraji* tastes”. “This is good! I like it,” chirped Subhakhee.



Tea-taster **Bhaskar Mitra** makes it a point to visit with his family all the food carnivals organised by ABP Group. “I think this is a fantastic endeavour to bring together such old snack places under one roof. The Fish Fry from Kalika was really good! I had also enjoyed the Biryani festival that you had organised here,” said his wife **Simki**.

**Sreejan Guha**, a South Pointer, was too busy with his Fish Batter Fry to talk. “I’ve come from Garfa and I’ve tried one item from each stall, but this one is my favourite,” said the Class X student.

#### THE 10 STOPS AND THEIR SIGNATURE DISHES



Prawn Cutlet from Allen Kitchen



Chicken Korma with Badshahi Lachcha Paratha at Chacha’s Hotel



Sherbet at Paramount



Fish Roll at Chittoda’s



Chicken Leg Fry at Apanjan



**Location 1 – Inox Stage**

**Location 2 - Ground Floor AC Mall**

**Location 3 – Covered Kiosk Kund Area**

**Location 4 - Performance Stage Kund Area**

**Location 5 – Opposite Kookie Jar (Optional)**

# **Events & Promotions options**



## Location 1- Inox Stage

**Available Space – 17' x 17'**

**Available Electricity Load – 15 KW**

**Sound** Option available with basic PA system, maximum limit is 65 Decibel, PPL/IPRS permissions mandatory incase of any music except office jingles to be played and performances respectively

**Rs.100,000/- per day / package rate for 7 days is Rs.650,000/-**

**Location 1- Inox Stage**



## Location 2- Ground Floor AC Mall

**Available Space – 8' x 8'**

**Available Electricity Load – 3KW**

**Sound** Option available with basic PA system, maximum limit is 40 Decibel, PPL permissions mandatory incase of any music except office jingles to be played.

**Rs.60,000/- per day / package rate for 7 days is Rs.375,000/-**

**Location 2- Ground Floor AC Mall**



## Location 3- Covered KIOSK KUND Area

**Available Space – 17' x 9'**

**Available Electricity Load – 10KW**

**Sound** Option available with basic PA system, maximum limit is 65 Decibel, PPL permissions mandatory incase of any music except office jingles to be played.

**Rs. 80,000/- per day / the package rate is Rs.520,000/- .**

**Location 3- Covered KIOSK KUND Area**





## Location 4- Performance Stage Kund Area

**Available Space – 20' x 20'**

**Available Electricity Load – 35 KW**

**Sound** Option available with basic PA system, maximum limit is 65 Decibel, PPL/IPRS permissions mandatory incase of any music except office jingles to be played and performances respectively

**Rs.120,000/- per day / the package rate is Rs. 800,000/- for 7 days**

**Location 4- Performance Stage Kund Area**



## Location 5- Opposite Kookie Jar

**Available Space – 15' x 10'**

**Available Electricity Load – 4 KW**

**Sound** Option available with basic PA system, maximum limit is 65 Decibel, PPL/IPRS permissions mandatory incase of any music except office jingles to be played and performances respectively

**Rs. 85,000/- per day / package rate is Rs. 550,000/- for 7 days**

**Location 5- Opposite Kookie Jar**



# KOLKATA City Centre New Town Mall <sup>21</sup>

## **Kolkata's youngest and most preferred lifestyle address**

City Centre, New Town is positioned not merely as a shopping location but as a complete and multi-facility family destination.

So, it is not just a preferred choice for select individuals but a place where every member of the family would like to go whenever there is time.

Here seamless movement is ensured through the presence of large congregation spaces and every visit is a pleasurable experience.

Designed by renowned architect Kapil Bhalla, City Centre New Town is one of the biggest retail developments in Eastern India with a variety of formats to suit diverse pockets and preferences.

Shops are positioned in consumer friendly clusters and there is an incredible range of shopping, leisure, dining and entertainment options.

## Just how is it so?



### > Retail variety

It comprises a balanced mix of major anchors, national brands, plain retailers and kiosks along with boutiques and a mini-bazaar. The options will cover the entire retail bandwidth from the unorganised at one end to the branded cum organised at the other, from street food at one end to a five-star dining experience at the other. Over 240 outlets. A wide choice in food and dining plus boutiques and a mini-bazaar, cineplex and gaming zone, fun engagements and festive events.



### > More cocktailed leisure options

In this world where there is a growing appetite for being made to feel special, at City Centre the feeling comes spontaneously. Here, the best of brands and vanilla stores come together in a unique potpourri of experience.

**Shopping and Film watching. Business conferencing and Lounging. Marriage party and Hangout. Tourism and window-shopping. Health food and Health spa.**



### > That 'open' feeling

A feeling of being in the open most of the time without remembering that it may be a tropical summer's day really. The absence of dead ends enhances a sense of navigational seamlessness, reflected in walking endlessly through a number of mall areas, looking at a wider variety of offerings and leading to a more fulfilling consumer experience.



### > High-street and downtown ambience

The feel of a mall co-existing with a bazaar. Consumer options to suit all. Options are dispersed and mixed across the mall area in a no 'zoning' concept. A pluralistic architectural vocabulary.



### > Special pointers

Colourful graphics and humanoids at every intersection and on most facades to let visitors choose their own landmarks. Multiple bridges provide a spectacular arterial perspective from each position. When you enter City Centre New Town, you will be prompted to ask 'Why do I need to go anywhere else?'





**Available Space** – Maximum 120 sq.ft

**Available Electricity Load** – Flexible

**Sound** Option available with basic PA system, maximum limit is 65 Decibel, PPL/IPRS permissions mandatory incase of any music except office jingles to be played and performances respectively

**Rs.70,000/- per day / package rate is Rs.460,000/- for 7 days**

**Location Open Centrun**



# KOLKATA Mani Square Mall

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## About Mani Square

Mani Square is actually a mixed-use real estate development with a Shopping Mall at its hub, combined with the best of leisure and entertainment options as well as a state-of-the-art IT Park with all facilities and a service infrastructure that measures up to international standards. Sprawling over more than four acres of prime land having a frontage in excess of 80 meters on the EM Bypass, the total size of the development is over 7 lacs sq.ft.



The Shopping Mall is Kolkata's ultimate favourite destination for shopping, food and entertainment. It is located on one of the best stretches of the EM Bypass, next to the Apollo Gleneagles Hospital, in the neighbourhood of the Hyatt Regency and Swabhumi. It offers a basket full of exciting options, starting from a four screen multiplex from PVR to a wide array of national and international brands for shopping. It has loads of entertainment options like the Scary House, the gaming zone Amoeba, and the 7D theatre Adventure Plex.

The 30,000 sq ft Food Court in Mani Square with seating arrangement over 650 has emerged as a very attractive hangout and fashionable eating destination in Kolkata.

The mall has an entire floor dedicated to fine dining with restaurants such as Haka, Machaan, Kaidi Kitchen, Flame N Grill, Mio Amore, Chapter 2 and Hoppipola, to savour varied delicacies. It also offers the best body care options like Eye Catchers Salon, the Thai Spa & Thai Retreat

### First time entrants:

- ◆ The only organized retail destination in Kolkata with parking across 9 levels.
- ◆ It houses the first ever Scary House – India's answer to London's House of Horrors.
- ◆ Amoeba, a gaming and entertainment zone complete with simulators, interactive games and a bowling alley; the first of its kind among the other malls in Kolkata.
- ◆ 7D theatre, the ultimate entertaining zone.
- ◆ An operational branch of Standard Chartered Bank







**Available Space** – Maximum 120 sqft

**Available Electricity Load** – Flexible

**Sound** Option available with basic PA system, maximum limit is 65 Decibel, PPL/IPRS permissions mandatory incase of any music except office jingles to be played and performances respectively

**Rs.60,000/- per day / package rate is Rs.400,000/- for 7 days**

**Location Ground Floor Covered facing the Main Entrance**



# KOLKATA Forum Courtyard Mall

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**Forum Mall** also known as **Forum Courtyard** is a shopping mall in the [Bhowanipore](#) area of [Kolkata](#), India.

It was initially conceived as an office tower; 80% of the foundation was complete before it was converted into a mall.<sup>[1]</sup> Currently it covers 200,000 square feet of area and has 125,000 square feet of retail area, and was opened to the public with the launch of [Shoppers' Stop](#).<sup>[2]</sup>

Its opening was credited with turning its neighbourhood from a quiet residential area into an upmarket shopping destination.<sup>[3]</sup> It has been noted for its excellent layout and signage.<sup>[4]</sup> The mall is constructed and owned by Rahul Saraf, Chairman of SAPL.

The Mall also has a branch in Bhubaneswar named Forum Mart, and has a new addition in Howrah, Belur as Forum Rangoli Mall.

The tenants are diverse ranging from [retail outlets](#) to entertainment [multiplex theatres](#) to [dining](#).<sup>[4]</sup> The mall offers [paging services](#) and a dedicated telephone exchange.<sup>[2]</sup>

As of July 2003, the mall had parking space for 175 cars and planned to increase it to 700 cars in 18 months



# PAST CAMPAIGNS



**Available Space** – Maximum 120 sqft

**Available Electricity Load** – Flexible

**Sound** Option available with basic PA system, maximum limit is 65 Decibel, PPL/IPRS permissions mandatory incase of any music except office jingles to be played and performances respectively

**Rs.80,000/- per day / package rate is Rs.530,000/- for 7 days**

**Location Ground Floor Covered facing the Main Entrance**



# Howrah Avani Riverside Mall

First Mega Mall of HOWRAH

7 Anchor stores and 200 Vanilla Brands

Largest Food Court in eastern India

1.5 KM stretch of Retail stores

First Open Air Gaming space in Mall Compound

Largest retail Floor in Eastern India

First Green Mall in Eastern India

Fully WIFI enabled Mall

# Cup revelry with food 'n drinks



Visitors at the food court of Avani Riverside Mall watch a World Cup match on LED screens

**S**ushil Sharma, from Shabpur, had come with his family to Avani Riverside Mall on the afternoon of March 14, to take his four-year-old daughter out for ice cream. The little girl had been cranky all afternoon and her father

a match on the LED screens installed in front of the McDonald's outlet. The crowd is thick or thin depending on which team is playing and the importance of the match. Three LED screens have been installed, two measuring 55 inches and the biggest

named after the best player from the team. The counters sport flags of the countries they represent and the waiters are in the respective jersey



### Energy

Morgan's Splendid Pasta Salad Rs **130**

### Noodles n Grills

Virat Kohli's Favourite Knockout Pasta Rs **150**  
Dhoni's Favourite Helicopter Shot Chilli Garlic Pepper Prawn Rs **250**

### Wow Momo

Brendon McCullum's Favourite Spicy Chicken Pan Fried Momo Rs **105**

### Tandoori Delights

AB de Villiers' Favourite Outstanding Haryali Mahi Tikka Rs **200**

### Stun the Sun

Preston Mommsen's Favourite Straight Spaghetti Agli Alio Rs **195**

### Rolls and Lebanese

Khurram Khan's Favourite Classic Shawarma Roll Rs **140**

### Snacco

Glenn Maxwell's Favourite Rocking Chicken Nuggets Rs **120**

### Chaat Chaator

Shakib Al Hasan's Favourite Rocking Paw Bhaji Rs **105**

### Crown

Angelo Mathew's Favourite Smashing Dhanis Dosa Rs **90**

### Thirst

Chris Gayle's Favourite Thunder Masala Thums Up Rs **40**

home team. Virat Kohli's Favourite Knockout Pasta and Dhoni's Favourite Helicopter Shot Chilli Garlic Pepper Prawn, have a number of takers among Kohli

and special food items at the counters were being served from around the same time. We also have daily lotteries for the visitors and two winners are getting gift vouchers from stores at the mall. A mega draw will happen on the day of the final, and



**Location Ground Floor Covered facing the Main Entrance**

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**Location Ground Floor Covered facing the Main Entrance**

**Available Space** – Maximum 120 sq. ft

**Available Electricity Load** – Flexible

**Sound** Option available with basic PA system, maximum limit is 65 Decibel, PPL/IPRS permissions mandatory incase of any music except office jingles to be played and performances respectively

**Rs.30,000/- per day / package rate is Rs.200,000/- for 7 days**

**Location Ground Floor Covered facing the Main Entrance**



# Kolkata Acropolis Mall

The Acropolis, imposing architectural wonder in Athens, is an universal symbol of the classical spirit and civilization and therefore considered as the greatest architectural and artistic complex bequeathed by Greek Antiquity to the world.

Hence the name is apt for this property, which is the largest commercial building and also the landmark to define good life in this part of the city.

Acropolis is situated at a very strategic location at Rashbehari Connector, close to E.M. Bypass & Ballygunge. E. M. Bypass is the new Chowringhee of Kolkata and this crossing is a kind of New Esplanade, with lots of new housing complexes, office buildings, hotels, modern schools, hospitals etc.

Acropolis is a mixed use development with:

3 Floors basement parking: About 500 Cars

4 Floors Mall: 2.7 Lac sft GLA with Shoppers Stop, Cinopolis, Spencer's, Vero Moda, Jack & Jones, Only, Marks & Spencer, United Colors of Benetton, Global Desi, AND, Marks & Spencer Lingerie, Chili's, Asia Kitchen, Hoppipola, Barcelos and many more

15 Floors offices: Indian Oil Petronas, United Spirits Ltd, Jubilant Retail, Dalmiya Cements, Pidilite, Uber etc

20th Floor: Sky Club with lounge bar, sky deck, banquets, gym, pool and meeting rooms



**Location Ground Floor Covered facing the Main Entrance**















**Available Space** – Maximum 120 sq. ft

**Available Electricity Load** – Flexible

**Sound** Option available with basic PA system, maximum limit is 65 Decibel, PPL/IPRS permissions mandatory incase of any music except office jingles to be played and performances respectively

**Package rate is Rs.400,000/- for 7 days**

**Location Ground Floor Covered facing the Main Entrance**



# Kolkata SouthCity Mall

***South City Mall*** is the largest [shopping mall](#) in [Kolkata](#), [India](#) and in the whole of [West Bengal](#). Located on [Prince Anwar Shah Road](#) near the upper-middle class suburbs of [Jodhpur Park](#), Lake Gardens, [Dhakuria](#) and Golf Green, it has been open since 16 January 2008.<sup>[1]</sup> It has a Gross Lease-able Area of 650,000 sq ft (60,000 m<sup>2</sup>) and parking for 2,500 vehicles.<sup>[2]</sup>

The mall was designed by retail specialist ICS Bentel Associates. Anchored by major stores like [Pantaloons](#), [Spencer's Retail](#) and [Shoppers Stop](#), there are also 134 other stores, a [food court](#) on the top floor and a [INOX](#) multiplex

The adjoining [South City Township](#), with four 35-storey and one 15-storey residential highrises, was built by the same developer - South City Projects.<sup>[3][4]</sup>

- South City Mall houses a six screen [INOX multiplex](#) with over 1426 seats and plush sofa [recliners](#) both in the theatre hall and outside, at the lounge cum food court inside the multiplex's premises. It is often considered the most high-end, digitally and technically advanced, and overall the best multiplex in the city in terms of quality, quantity, ambience, luxury etc. However, after the opening of [Quest Mall](#), the only luxury mall in eastern India, it is now debatable as many now believe that Quest has the best multiplex, with an in-house cafe, impeccable ambience, recliner seats and gourmet delicacies from around the world on offer.
- It houses a [food court](#) called Food Talk, which contains [kiosks](#) of food from around the world. It also features some fine restaurants like Mainland China. [Confectionery](#) is available at Kookie Jar, The Cream and Fudge Factory, Swirl's, Candy Treat, The Cookie Man, Coffee World, Spencer's Bakery, [Cafe Coffee Day](#)
- It boasts stores of [LLadro](#), [Jack & Jones](#), [Swarovski](#), [Guess](#), Tie Rack, [Marks & Spencer](#), [Lacoste](#), Satya Paul, [The Body Shop](#), Infinity, The Prime, [Wills Lifestyle](#), [Hush Puppies](#), [Adidas](#), Catwalk, [Hidesign](#), [Nike](#), [Puma](#), [Reebok](#), [Pepe Jeans](#), Roncato, [United Colors of Benetton](#), [Samsonite](#), Allen Solly, Giovanni, Louis Philippe, Dulce Celia, Ritu Kumar, Arrow, [Bose](#), etc. to name a few.
- Apart from these, it contains two [Tommy Hilfiger](#) stores, one that sells adult apparel and the second one which caters to children. It also houses the only store of [Guess](#) apparel in the city.



**Location Ground Floor Covered facing the Main Entrance**

56











**Upper Basement facing the FMCD/Retail STORES**

60







**Available Space** – Maximum 120 sq. ft

**Available Electricity Load** – Flexible

**Sound** Option available with basic PA system, maximum limit is 65 Decibel, PPL/IPRS permissions mandatory incase of any music except office jingles to be played and performances respectively

**Customised Package rate is not available (Mall Under renovation) Tentatively from July 2017**

**Location Ground/Basement Floor Covered**





# Kolkata Quest Mall

65



As the name suggests, Quest is the culmination of the pursuit for luxury retail and fine dining in Kolkata, the cultural capital of India.

Located at the heart of this eclectic city, the mall is conveniently at the cusp of premium residential areas like Ballygunge and Park Street, with effortless access from Alipore-New Alipore – via a swift flyover. This landmark destination – in just a little over two years, has turned out to be a radical revolution in fashion and lifestyle, providing a clutch of the spiffiest experiences for the classes, as well as setting a unique aspirational benchmark for the masses.

Its unique façade is a mesmerizing interplay of solar-powered lighting against a modern and energetic asymmetrical structure – inspired by India’s varied culture and natural beauty.

In sum, your search for fine luxury retail and dining ends here. Come, visit this high-end luxury destination, for some of the best retail and fine dining choices.

It is, undoubtedly Kolkata’s best, competing with the world’s finest.

# QUEST MALL EVENT


20/08/2016

RELIOQUICK AUTOMALL INDIA 



**Location Ground Floor Covered facing the Main Entrance**

05/04/2016

BEAST ON WHEELS 



31/10/2015

QUET 2ND ANNIVERSARY 



07/06/2016

WORLD ENVIRONMENT DAY 



12/05/2016

RISING PUNE SUPERGIANTS AT QUEST 



INDEPENDENCE DAY [↗](#)



15/06/2016

ISHQ ANOKHA BY KAILASH KHER [↗](#)



**Available Space** – Maximum 120 sq. ft

**Available Electricity Load** – Flexible

**Sound** Option available with basic PA system, maximum limit is 65 Decibel, PPL/IPRS permissions mandatory incase of any music except office jingles to be played and performances respectively

**Customised Package rate is available (Subject to Availability and Pipeline Booking)**

**Location Ground/Basement Floor Covered**





# Kolkata 22 Camac Street Mall

73



**Camac Street** (renamed **Abanindranath Thakur Sarani**) is a street running in the central business district of [Kolkata, India](#), from [Park Street](#) to [AJC Bose Road](#). The road was named after [William Camac](#), a senior merchant in the days of [Lord Cornwallis](#) and [Lord Wellesley](#). In the mid-1970s, the Park Street 'razzmatazz' spilled onto Camac Street which is, today, considered to be a [high street](#) of Kolkata with many commercial establishments & high end shopping destinations, with lots of shopping malls, boutiques, restaurants and stand alone retail outlets.<sup>[1]</sup> It intersects with [Middleton Street](#) and [Shakespeare Sarani](#), two other important roads in the CBD. Several smaller roads like Middleton Row, Short Street, Victoria Terrace & Albert Road merge into Camac Street from the east or west.

22 Camac Street Mall houses WestSide, Pantallons, Malabar and Restaurants.

It is a major hub of Corporates like Ultratech, Titan, Oracle, Mangalam Business Center and others.

Vardan Market is close by



**Location Ground Floor OpenAir facing Entrance**

76







**Available Space** – Between Block C and D (Westside and Pantaloons)

**Available Electricity Load** – Flexible

**Sound** Option available with basic PA system, maximum limit is 65 Decibel, PPL/IPRS permissions mandatory incase of any music except office jingles to be played and performances respectively

**CUSTOMISED Package rate is available (Subject to Availability and Pipeline Booking)**

**Location Ground/Basement Floor Covered**





# Airport Activity



# Kolkata Airport

**Netaji Subhas Chandra Bose International Airport** ([IATA: CCU](#), [ICAO: VECC](#)) is an international airport located in [Kolkata](#), West Bengal, [India](#), serving the [Kolkata metropolitan area](#). It is located approximately 17 km (11 mi) from the city center. The airport was earlier known as **Dum Dum Airport** before being renamed after [Netaji Subhas Chandra Bose](#), a prominent leader of the [Indian independence movement](#). Spread over an area of 2,460 acres (1,000 ha), Kolkata airport is the largest hub for air traffic in the [eastern part of the country](#). And one of two international airports operating in West Bengal, the other one being in [Bagdogra](#).

The airport handled over **14.6 million passengers in 2016** making it the [fifth busiest airport in India](#) in terms of passenger traffic after [Delhi](#), [Mumbai](#), [Bangalore](#) and [Chennai](#). The Airport is a major centre for flights to [Northeast India](#), [Bangladesh](#), [Bhutan](#), [China](#) and [Southeast Asia](#). In 2014 & 2015, Kolkata Airport won the titles of *Best Improved Airport* in the Asia-Pacific region by the [Airport Council International](#)



# Domestic Departure Security Hall Pre Boarding

84







**Domestic Arrival Concourse Area Pre Arrival Exit**

87



bandhanbank.com

 **Bandhan Bank**  
Aapka Bhala, Sabki Bhalai.

NOT JUST READY TO BANK,  
BUT READY TO HELP.

 **Bandhan Bank**  
Aapka Bhala, Sabki Bhalai.

The image shows a promotional setup for Bandhan Bank. It features a large dark blue backdrop with the bank's logo, name, and slogan. The slogan reads "NOT JUST READY TO BANK, BUT READY TO HELP." There are several red prayer icons scattered across the backdrop. In front of the backdrop is a long table covered with a dark blue cloth, also featuring the bank's logo and name. The setup is placed on a dark grey carpet in a well-lit room with green-tinted glass walls.



**Available Space** – Maximum 80 sq. ft

**Available Electricity Load** – Flexible

**Sound** NOT permitted

**Selling** Special permission

**Promotion and Sampling Only**

**Package rate is available Rs.8,00,000 per month (Subject to Availability and Pipeline Booking)**

**Location Domestic Departure and Arrival (AAI Approval)**

**DOMESTIC PASSENGERS**

SL. NO.	AIRPORT	PASSENGERS (IN NOS.)			PASSENGERS (IN NOS.)		
		For the month			For the period April to February		
		February 2017	February 2016	% Change	2016-17	2015-16	% Change
<b>(A) 18 INTERNATIONAL AIRPORTS</b>							
1	CHENNAI	1055267	921892	14.5	11992748	9369179	28.0
2	KOLKATA	1169993	920868	27.1	12333755	9598130	28.5
3	AHMEDABAD	493805	443806	11.3	5113991	4460763	14.6
4	GOA	549790	449520	22.3	5480649	4274553	28.2
5	TRIVANDRUM	120570	103542	16.4	1456237	1061305	37.2
6	LUCKNOW	287272	228323	25.8	3011901	2408182	25.1
7	JAIPUR	281147	222822	26.2	3043903	2282425	33.4
8	GUWAHATI	330546	237168	39.4	3406560	2503436	36.1
9	SRINAGAR	149331	170205	-12.3	1900773	2105264	-9.7
10	CALICUT	33064	27826	18.8	400678	339278	18.1
11	BHUBANESWAR	209061	169532	23.3	2085524	1697648	22.8
12	COIMBATORE	160715	129372	24.2	1801639	1433544	25.7
13	MANGALORE	78157	91060	-14.2	950245	918198	3.5
14	VARANASI	171290	138824	23.4	1658467	1161451	42.8
15	TRICHY	11811	12544	-5.8	156988	135486	15.9
16	AMRITSAR	87354	84718	3.1	929514	810363	14.7
17	PORTBLAIR	117436	81419	44.2	1115966	780119	43.1
18	IMPHAL	73444	66398	10.6	807188	693067	16.5
<b>TOTAL</b>		<b>5380053</b>	<b>4499839</b>	<b>19.6</b>	<b>57646726</b>	<b>46032391</b>	<b>25.2</b>
<b>(B) 6 JV INTERNATIONAL AIRPORTS</b>							
19	DELHI (DIAL)	3486137	3040618	14.7	38468676	31001726	24.1
20	MUMBAI (MIAL)	2585901	2583068	0.1	30076089	27400879	9.8
21	BANGALORE (BIAL)	1493490	1330652	12.2	17842426	14225504	25.4
22	HYDERABAD (GHIAL)	1026493	790913	29.8	10689863	8405514	27.2
23	COCHIN(CIAL)	327648	267191	22.6	3647758	2822910	29.2
24	NAGPUR (MIPL)	145859	127809	14.1	1635727	1394843	17.3
<b>TOTAL</b>		<b>9065528</b>	<b>8140251</b>	<b>11.4</b>	<b>102360539</b>	<b>85251376</b>	<b>20.1</b>
<b>(C) 8 CUSTOM AIRPORTS</b>							
25	CHANDIGARH	156587	130572	19.9	1559669	1390797	12.1
26	PUNE	564861	447998	26.1	5934497	4705813	26.1
27	VISAKHAPATNAM	181583	159164	14.1	2077759	1515553	37.1
28	PATNA	189968	129885	46.3	1898608	1428798	32.9
29	BAGDOGRA	135927	78698	72.7	1321181	944160	39.9
30	MADURAI	56453	56319	0.2	638750	522468	22.3
31	AURANGABAD	27161	26183	3.7	296749	273016	8.7
32	GAYA	6868	7634	-10.0	60394	40563	48.9
<b>TOTAL</b>		<b>1319408</b>	<b>1036453</b>	<b>27.3</b>	<b>13787607</b>	<b>10821168</b>	<b>27.4</b>

# **Airports available for Activation;**

Chennai

Bengaluru

Hyderabad

Delhi

Mumbai

Ahmedabad

**Setup cost consolidated Rs 1,80,000/- each location depending on the design**

**Female Emcee Rs.1500/- per day in each location plus ST**

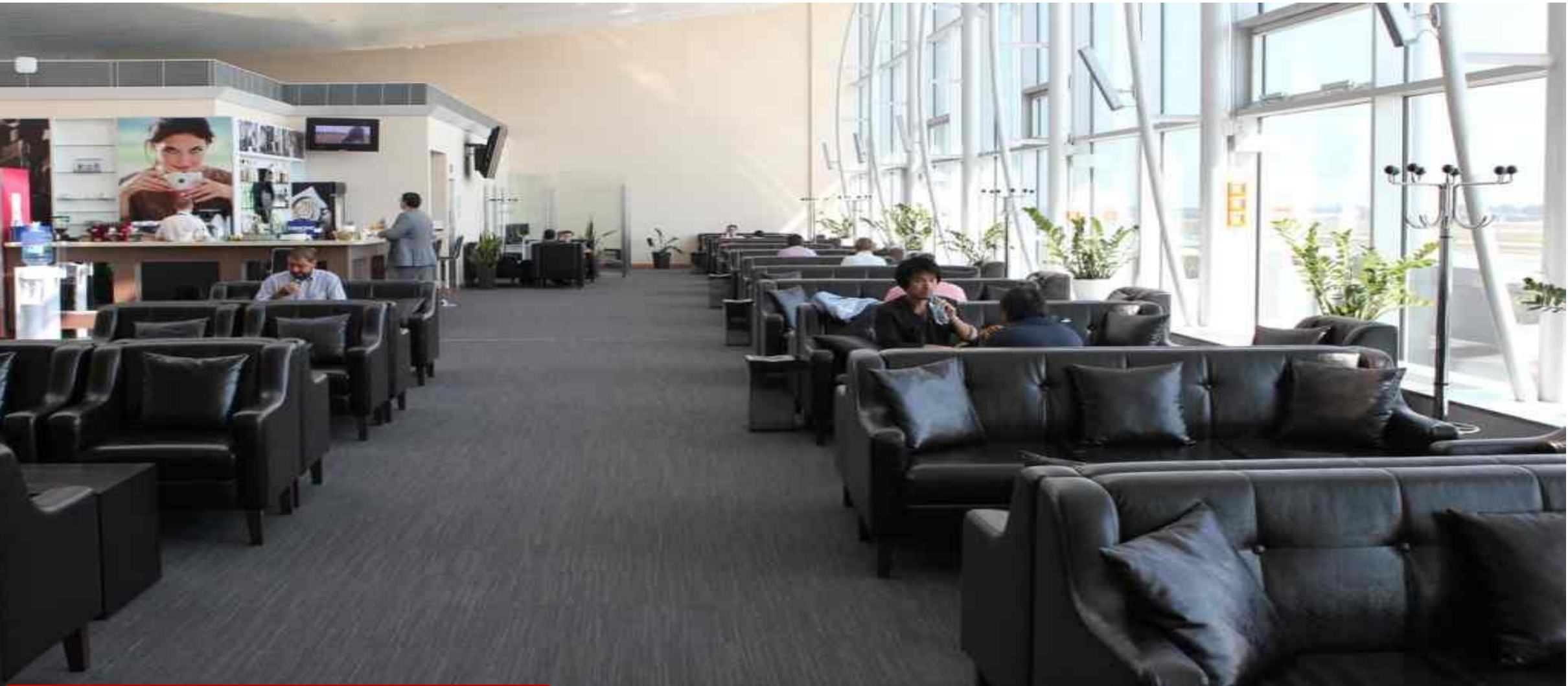
**Male & Female promoter Rs.500/- per day in each location**

**Permissions cost as actual for each location and airport permission is additional.**

**Cost of Refrigerator and Generator additional**

**Agency commission and govt. Tax will be extra.**

## **General Costing**

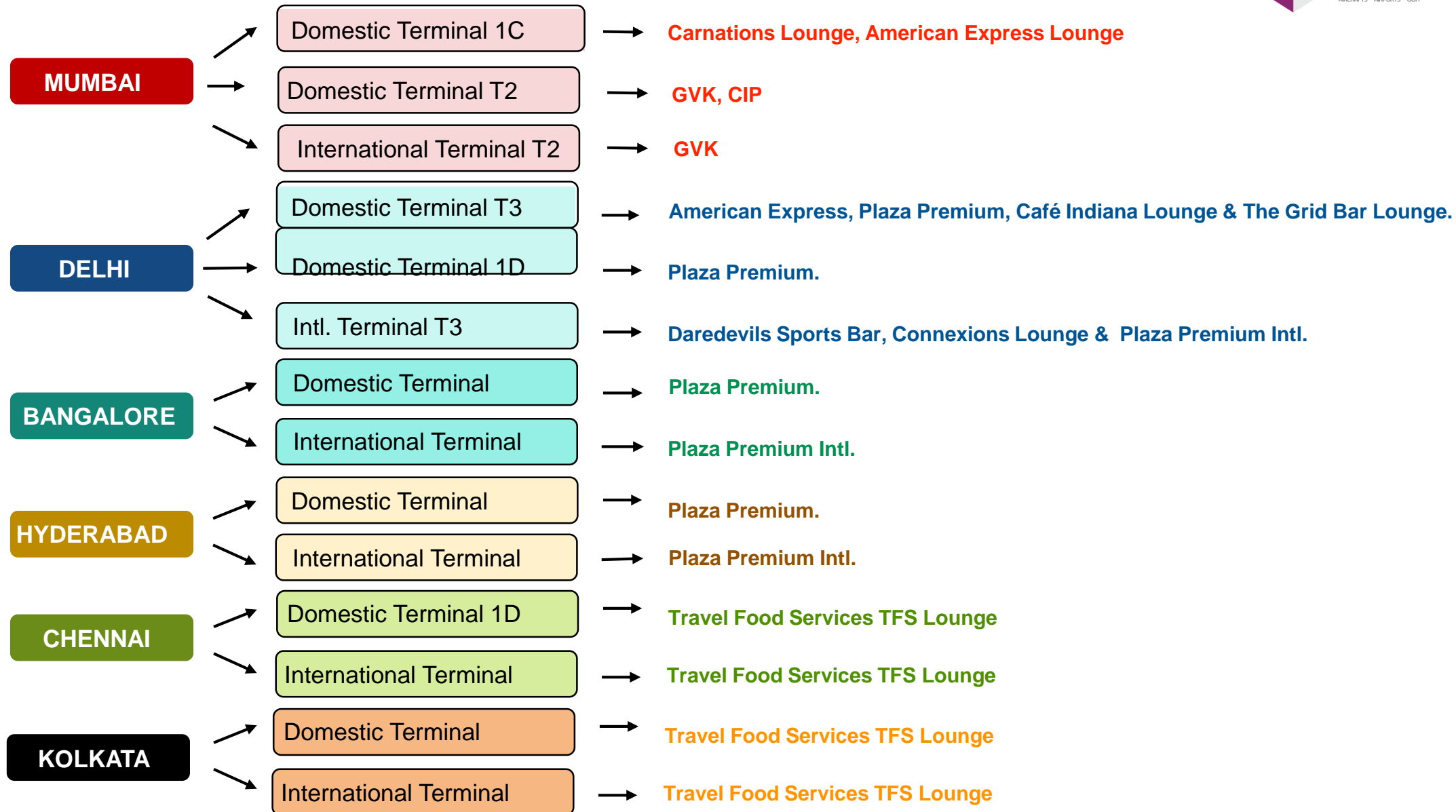


**Airport Lounge Innovations !**

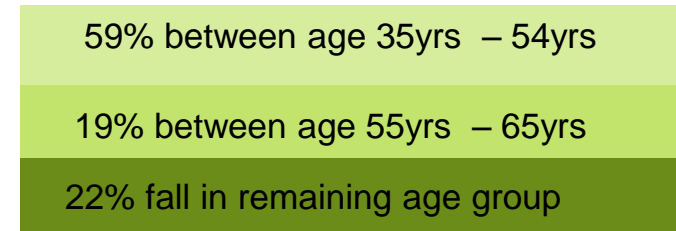
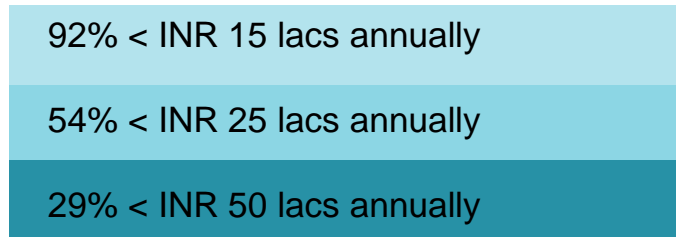
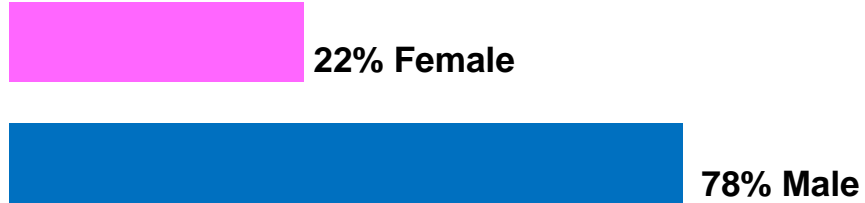
## Why Brand Inside The Airport Lounges?

- Airport Lounges cater to the needs of a varied group of travelers majority of which are Wealthy Influential Business travelers.
- Not only does the lounges provide peace and quiet space to relax but also a place to be productive. With facilities like internet, fax, conference rooms, place to charge your gadgets, Airport Lounges offer a captive quiet and secluded place allowing the HNI to make the most of their time before flying.
- Airport can be quiet chaotic at times but the lounges provide a getaway from the chaos for the HNI and hence it is the best place to Advertise/Promote/Exhibit your products.
- The average footfalls per lounge per month is approx. 25,000 to 30,000. We bring you a bunch of engaging mediums through which you can advertise here.

# Lounge Locations



# About Your Audience





## Media We Offer

Newspaper Jackets

Product Display/ Brochure Distribution/ Product Sampling

Mobile Chargers (LED / Backlit Display)

Luxury Clocks

Magazine Racks

Lounge Access Cards

*All media subject to final approval from the Airline*



## Newspaper Jackets

All newspapers in the lounge will be wrapped in a jacket, that can be branded on all four sides. These jackets will carry a full page advertisement of your brand. Passengers reaching out for newspapers cannot miss the advertisement displayed.

## Product Sampling

Product sampling continues to rank among the most effective tactics in the history of direct marketing, in part because of its ability to do what no other medium can. If you're giving out free samples, you're immediately increasing awareness of your brand.

We can arrange for your product to be sampled or information brochure to be distributed from the reception of the lounge.



## Product Branding

Your brand/product can be displayed inside the lounges. High Visibility throughout the lounge. Products can also be mounted on a small podium with an LCD continuously playing different TVCs. Outside promoters are not allowed. However promoters can be arranged by lounge themselves if required.



## **Advantages of Product Displays/ Brochure Distribution/ Product Sampling**

- If your goal is to help consumers better understand your product, there's nothing that works better than product sampling, Period.
- You can show them how it looks and what makes it different from the goods offered by your competitors.
- Product sampling can be a powerful first step in getting a consumer to try your product for the first time. It can also be your first step in creating an emotional connection between your company's product and your target consumer.
- You get an instant feedback. Of course you might not expect feedback, but that doesn't mean you won't get any. If you're giving out free samples in person, you might be able to receive some instant feedback. Include a hashtag or your Twitter handle on the packaging, and it's likely you'll get some online feedback.
- Sampling is the key method of making sure products make it onto the shelves of these HNI and stay there when faced with heavy competition.

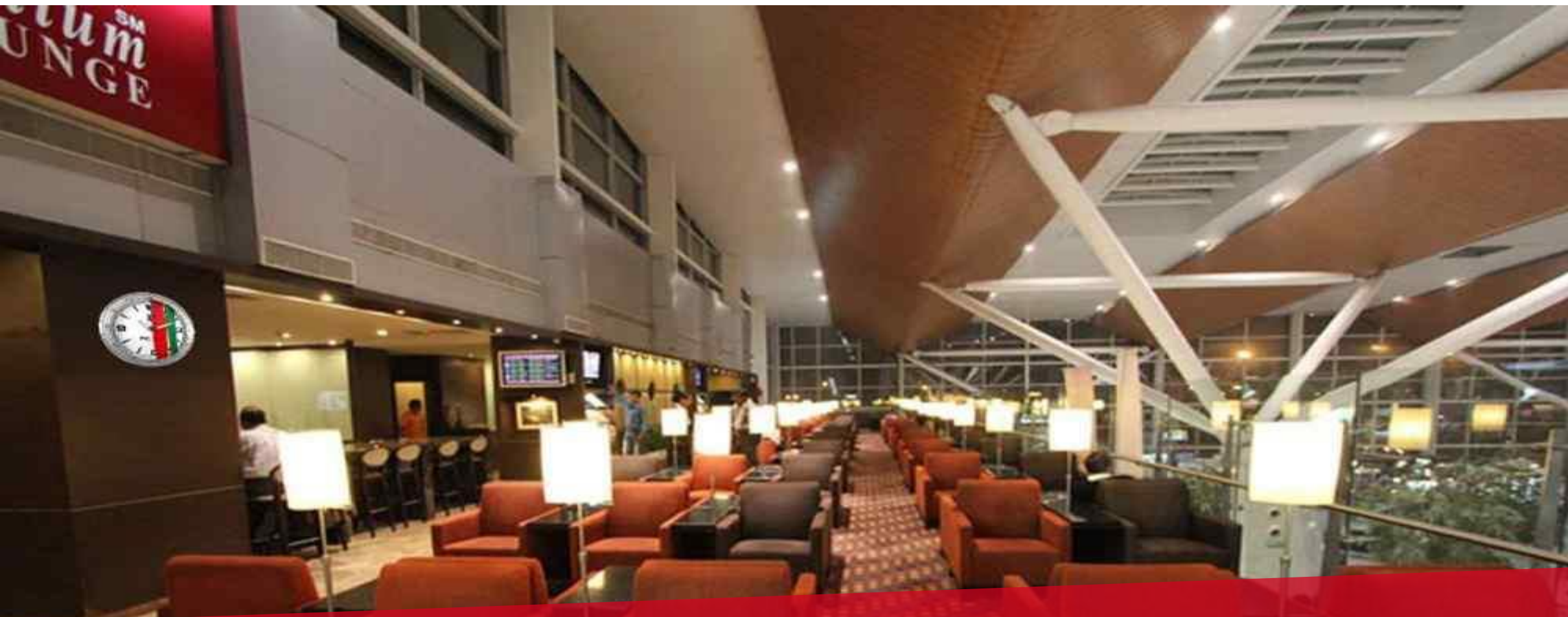


## Mobile Chargers (LED/ Backlit Display)

Mobile Chargers are located in the seating area where the highest volume of executives wait to travel.

These charging units can be placed at strategic locations showcasing your advertisement on a backlit screen. These units can also have an LED screen in the front with various entertainment & advertising options.

The shape can also be customized to suit your product or brand.



## Luxury Watches

Around 2 – 3 Luxury Watches can be hung on the walls inside each lounge. These will be placed at prominent uncluttered locations to enhance visibility and recall. During the contract period no other watch/clock of any other brand will be displayed. Special Offers or new launches of the brand can be communicated to the lounge passengers periodically via product display or placement of brochures. The contract for branding the watches can be for a minimum period of 3 years upto a maximum of 7 yrs..



## Magazine Racks

A rack/support designed for displaying the Magazines. Branding on this rack can be done on the top as well as at the bottom. This is backlit making your Logo/Brand stand out. Also the rack is placed at a strategic location that everyone entering the lounge can see it.





## Lounge Access Cards

We can arrange to provide customised lounge access cards for your clients or internal purposes. These cards will allow access to various lounges across India irrespective of the Airline you are flying. These are available on request and can be customised according to your clients.

## Commercials:

<b>Advertising Type</b>	<b>Qty</b>	<b>Rate</b>	<b>Production</b>
	<b>Per Lounge/ Month</b>	<b>Rs. Per Lounge / Month</b>	<b>Rs. Per Lounge</b>
<b>Newspaper Jackets</b>	6000	Between 3,50,000/- - 4,50,000/-	90,000/-
<b>Product Display</b>	1	3,25,000/-	as per actuals
<b>Brochure Distribution</b>	5,000	2,25,000/-	as per actuals
<b>Product Sampling</b>	20,000 – 30,000 (minimum 15k)	15/- per piece	as per actuals
<b>Mobile Chargers ( LED/ BackLit Display)</b>	1	2,75,000/-	as per actuals
<b>Luxury Watches</b>	2 - 3	Price On Request	-
<b>Magazine Racks</b>	1	Price On Request	-
<b>Lounge Access Cards</b>	-	Price On Request	-



# Aircraft ACTIVATION



*Available on Jet Airways ,Spice Jet & Indigo*

## Inflight Sampling

The Best way to engage high fliers for a new-to-be-launched product or get them to taste / experience your product which has already been in the market. Results in Goodwill for the brand and an amazing recall value from its target audience. This is an absolute WIN WIN situation of all. And the options to explore this Media are plenty – From Sim Cards to Brochures, Cookies to Chocolates, Toothpaste to perfume samples.....





## **Sampling and Brochure Distribution**

**Sample liquid is not preferred –Limited to 100 ml per sample**

**Sample Solid subject to Airline approval upto 10 gms**

**Sound** can be clubbed with Inflight Announcement

**Rates Vary upon Weight ,Size and packaging of Units- Rs.5 per sample minimum 5 lakh quantity  
(Selling not in scope)**

**Pan India Distribution in all segments**

# **Inflight Distribution post Beverage and Food supply**

**Table 3**
**MARKET SHARE OF SCHEDULES DOMESTIC AIRLINES (YEAR 2017)**

Month & Year		Passengers Carried (in Lakhs)/Market Share (%)											
		Air India	Private Air Carriers										
			Jet Airways	Jet Lite	Spice Jet	Go Air	Indigo	Air Costa	Air Asia	Vistara	Trujet	Air Carnival	Zoom Air
Jan	Pax Carried	13.50	14.84	2.40	12.29	7.88	38.09	0.44	2.86	3.03	0.33	0.11	-
	Market Share	14.1	15.5	2.5	12.8	8.2	39.8	0.5	3.0	3.2	0.3	0.1	-
Feb	Pax Carried	11.71	13.67	2.15	11.32	7.49	34.19	0.40	2.38	2.70	0.39	0.14	0.01
	Market Share	13.5	15.8	2.5	13.1	8.7	39.5	0.5	2.8	3.1	0.4	0.2	0.0
Mar	Pax Carried												
	Market Share												
1stQtr	Pax Carried	25.21	28.52	4.54	23.61	15.38	72.28	0.84	5.24	5.73	0.72	0.25	0.01
	Market Share	13.8	15.6	2.5	12.9	8.4	39.6	0.5	2.9	3.1	0.4	0.1	0.0



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