

BRANDING OPTIONS AT DB CITY



DB CITY
Celebrate life!

Project Overview

- D B City is the Flagship project of Dainik Bhaskar Group's Real Estate Division.
- Bhaskar Group is a Rs 2500 Crore Conglomerate with India's largest newspaper readership across 3 flagship publications- Dainik Bhaskar, Divya Bhaskar & DNA.
- Group has a strong presence in Television, FM Radio, Entertainment, Printing, Textiles, Consumer Goods, Oil Extraction/Refining, Internet Services, Power and Real Estate.
- Brand 'Bhaskar' is today synonymous with success, quality, dynamism and ethics in millions of households across India and the corporate world alike

About DB City

- Bhopal's first and only mall with outstanding architecture, design and perfect tenant mix
- A Mall located at the heart of the city, with 7 Anchors to cater to every community and class
- DB City, a perfect mix of Retail, Corporate Offices & Four Star Hotel is Central India's largest mall, sprawling over 13 Lakhs Sq. feet area has added another feather to the cap of Madhya Pradesh's Capital
- The eco-friendly mall is designed by International architects Bentel Associates who have designed the mall keeping in mind international specifications and standards
- It is one of the Top twenty Malls of country has ever seen from the point of a true one-stop lifestyle destination
- a big crowd puller and a boon for retailers, shoppers and visitors alike

Location

Most posh residential areas like Arera colony, Char Imli (IAS, IPS and Minister Colony) are just 5 to 10 mins from the site.

- ▶ Several large developing areas/region connecting.
- ▶ Old Bhopal on one side is just 15 mins from the site.
- ▶ BHEL township is only 3 km from the site.
- ▶ Bhopal Haat is adjacent to the site, and brings huge footfalls.
- ▶ Airport and Railway station are both within 15 mins drive.
- ▶ The biggest commercial area to the town, MP Nagar, is across the road from the site.
- ▶ MP Governments Secretariat and most of the offices are 0.5 KM. distance from the Mall.

MAGICAL NUMBERS

❖ Footfalls- More then 10 Lakhs Per Month

Weekends : 50000 Plus

Weekdays: 25000 Plus

❖ Vehicles: 1.25 Lakhs Per Month

❖ Retail Sales : Maximum Retailers achieving sales targets
month on month

❖ F & B Sales above Rs 1.25 Cr Per Month

F&B RETAILERS

- ❖ Food Destination of Bhopal (15 Food Counters offering variety Food)
- ❖ International F&B Retailers MC Donalds, Pizza Hut, Dominos, KFC
- ❖ Restaurants: Pind Balluchi, Greek Food, RAW – Restobar, & Beyond
- ❖ Pub: TDS
- ❖ Coffee Shops: Café Coffee Day
- ❖ Mc Donalds at DB City is Clocking highest sales in their II Cities.



Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate / Per Month/unit
Signage Front Facade	SG-1 ABC	Front Facade	16	25	400	75800



Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate / Per Month/unit
Signage Front Facade	SG-1D	Front Facade	15	25	375	74810



Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate/ Per Month
Signage Front Facade	SG-3 & 4	Front Facade	29	19	323	109655



Signage	Code	Location	Height(in Ft)	W idth(in ft)	Area(sq ft)	Rate/ Per Month/Unit
ST11 Signage – vertical	ST 11 C	Front Facade	22	13	286	111300



Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate/ Per Month
Signage Front Facade	SG-12	Front Façade	28	25	700	167639



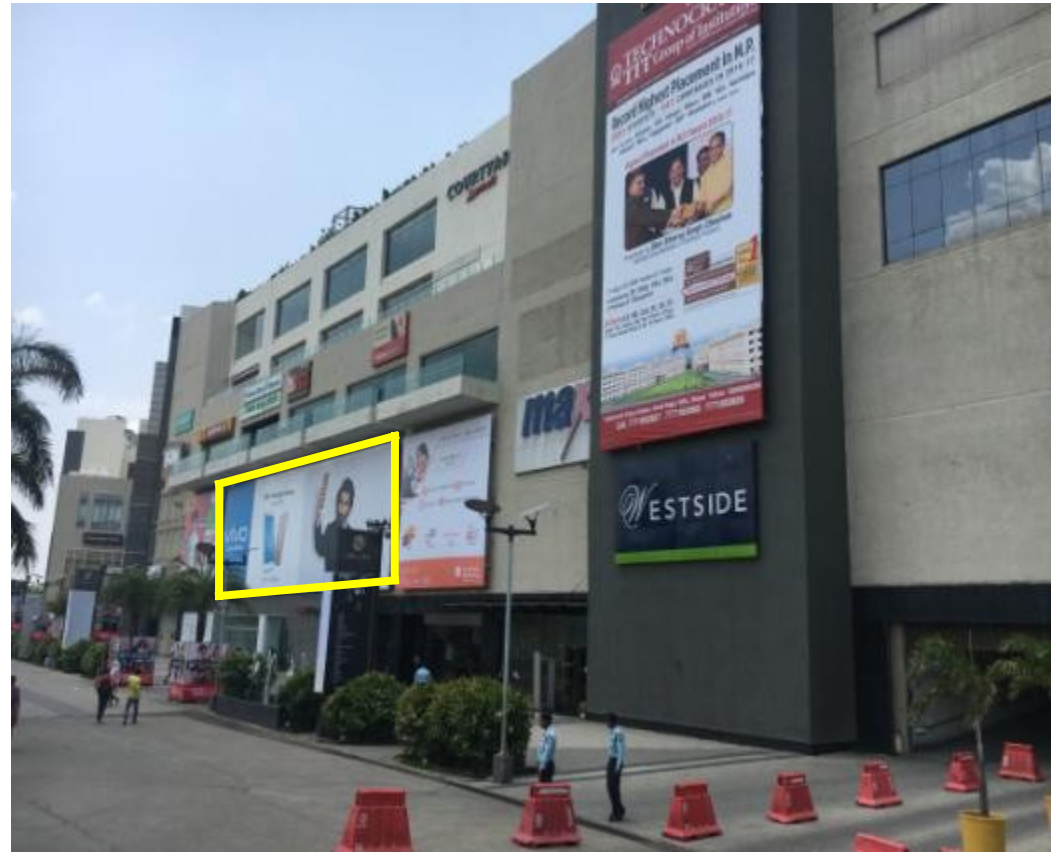
Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate/ Per Month
Signage Front Facade	SG-13	Front Façade	28	32	896	215378



Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate/ Per Month
Signage Front Facade	SG-28	Front Facade	28	28	784	187756



Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate/ Per Month
Signage Front Facade	SG-30	Front Facade	28	28	784	187756



Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate/ Per Month
Signage Front Facade	SG-29	Front Facade	28	88	2464	597288



Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate/ Per Month
Signage Front Facade	SG-36	Front Facade	53	25	1325	317316



Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate/ Per Month
3M Sticker at Entrance Glass		Front Facade	15	56	840	285166



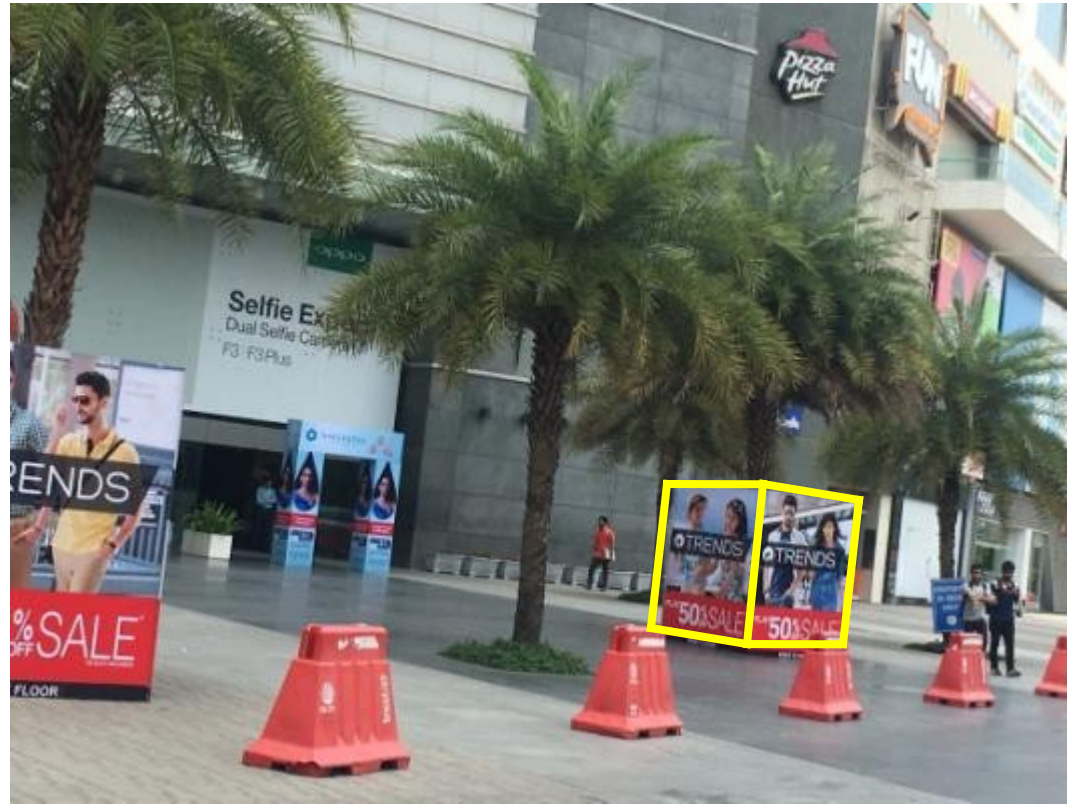
Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate/ Per Month
Grey Wall Mall Entrance	GWME	Front Facade	55	23	1265	400000/-



Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate/ Per Month
Grey Wall Mall Exit	GWME	Front Facade	55	23	1265	400000/-



Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate/ Per Month
Gate Arch	GA- ME	Main Entry	V-7.5 H-2	V-2 H-12	15 24	100592



Signage	Code	Location	Height(in Ft)	Width(in ft)	Area(sq ft)	Rate/ Per Month
Tree Wrap	TW	Centre Outer – Main Entry/ North Entry	5	6	180	82108



Signage	Code	Location	Height(Each Block in Ft)	Width(Each Block in ft)	Area(sq ft)	Rate/ Per Month
Pylon	PL	Exterior	11	5	55	64671



Each Pole Flags has 4 views and area of one pole flag of one side is 12 sqft therefore area of one whole Pole flag is 48sqft.

Signage	Code	Location	Height(in ft)	Width(in ft)	Area(sq fts)	Rate/ Per Unit/Per Month
Pole Flags (Dual facing 4 flags on each pole)	PF-1 to PF-10	Exterior	6	2	12	10474



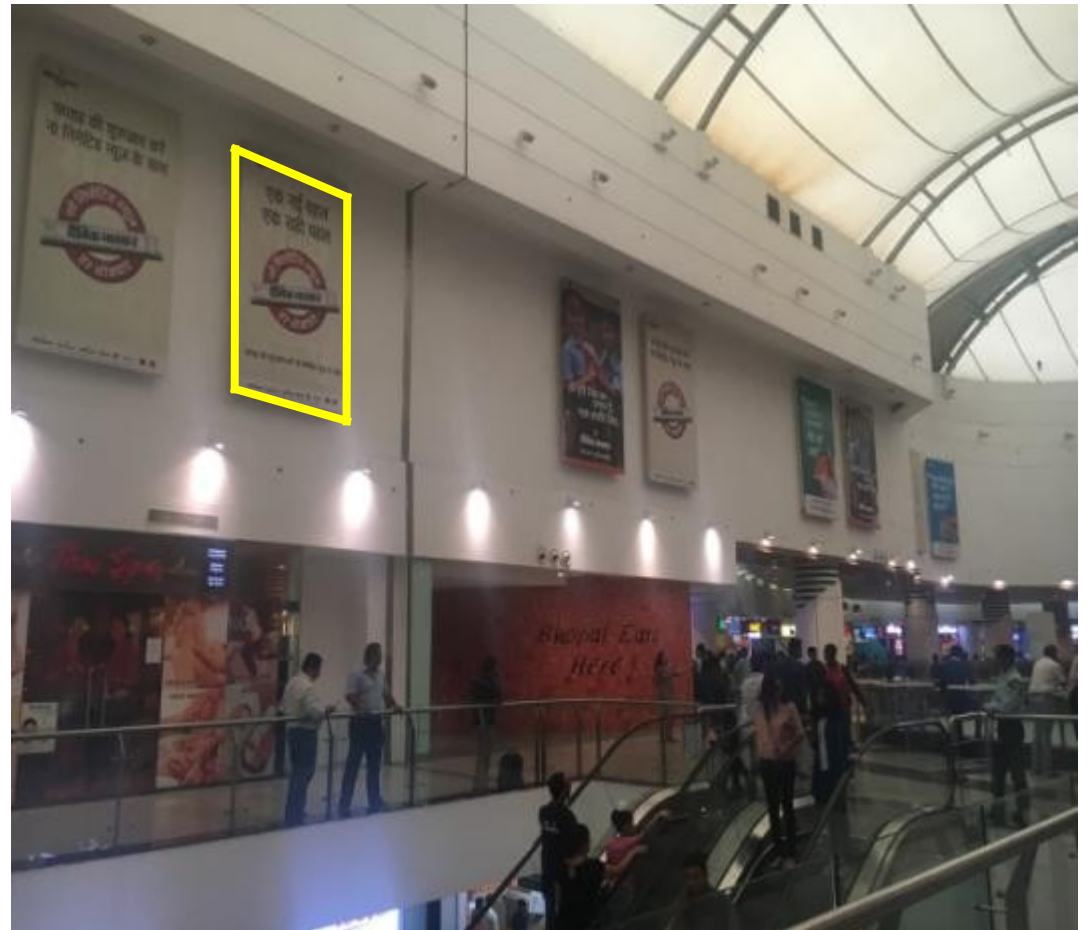
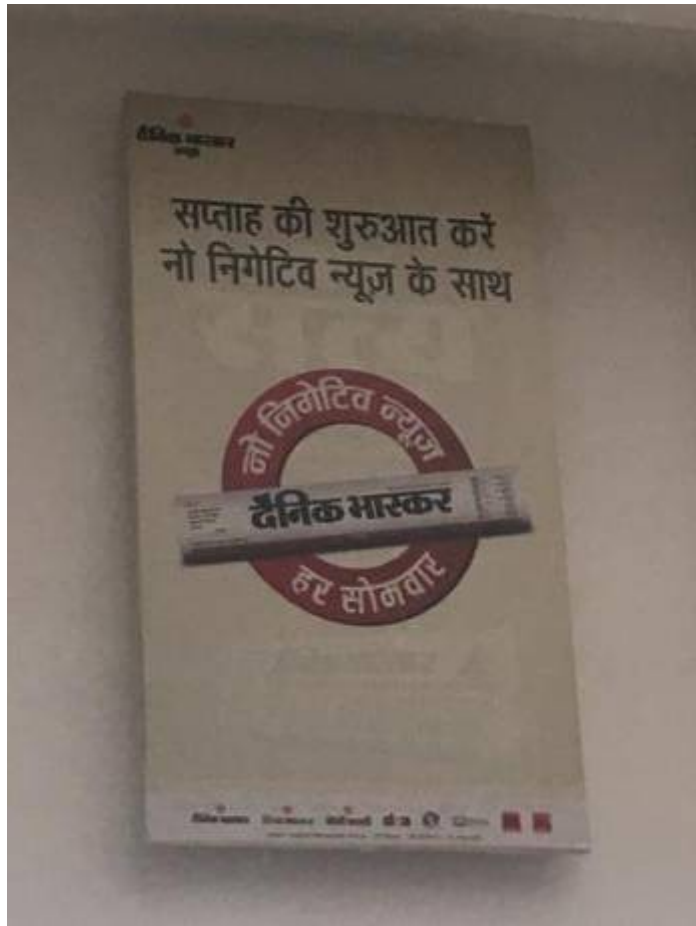
Signage	Code	Location	Height(in ft)	Width(in ft)	Area(sq fts)	Rate/ Per Month
Side Non lit towards (Entry gate No.1)	SBL-1	Exterior	20	27	540	102321



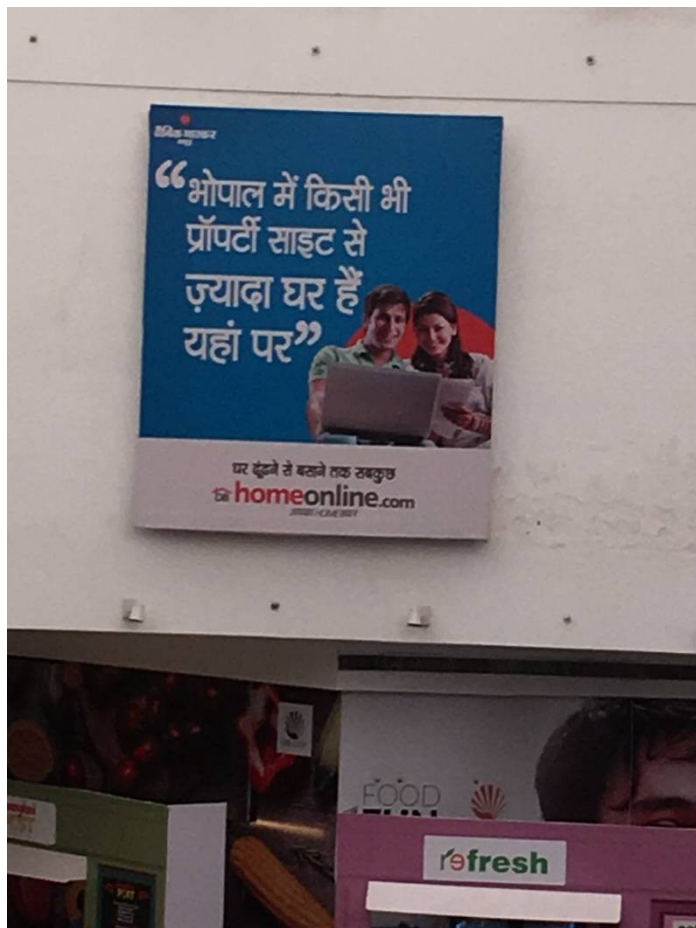
Signage	Code	Location	Height(in ft)	Width(in ft)	Area(sq fts)	Rate/ Per Month
Side Non lit towards (Exit gate No.2)	SBL-2	Exterior	17	27	495	88395



Signage	Location	Height(fts)	Width(fts)	Area(sqft)	Rate /Per Unit/Per Month
Drop Down	Central Atrium	24	8	192	101516



Signage	Location	Height(fts)	Width(fts)	Area(sqft)	Rate /Per Unit/Per Month
Roof Fascia	Food Court	12	7	84	18664



Signage	Location	Height(fts)	Width(fts)	Area(sqft)	Rate /Per Unit/Per Month
Roof Fascia	Food Court	12	10	120	25948



Signage	Code	Location	Height(fts)	Width(fts)	Area(sqfts)	Rate /Per Unit/ Per Month
Escalator Base	EB-5 & EB-6	1 st Floor North Atrium	28	4	112	23285



Signage	Code	Location	Height(fts)	Width(fts)	Area(sqft)	Rate /Per Unit/ Per Month
FHC Doors	FHC-1 to FHC-4 FHC-13 to FHC-16	Ground Floor 3 rd Floor	10	4	40	10316



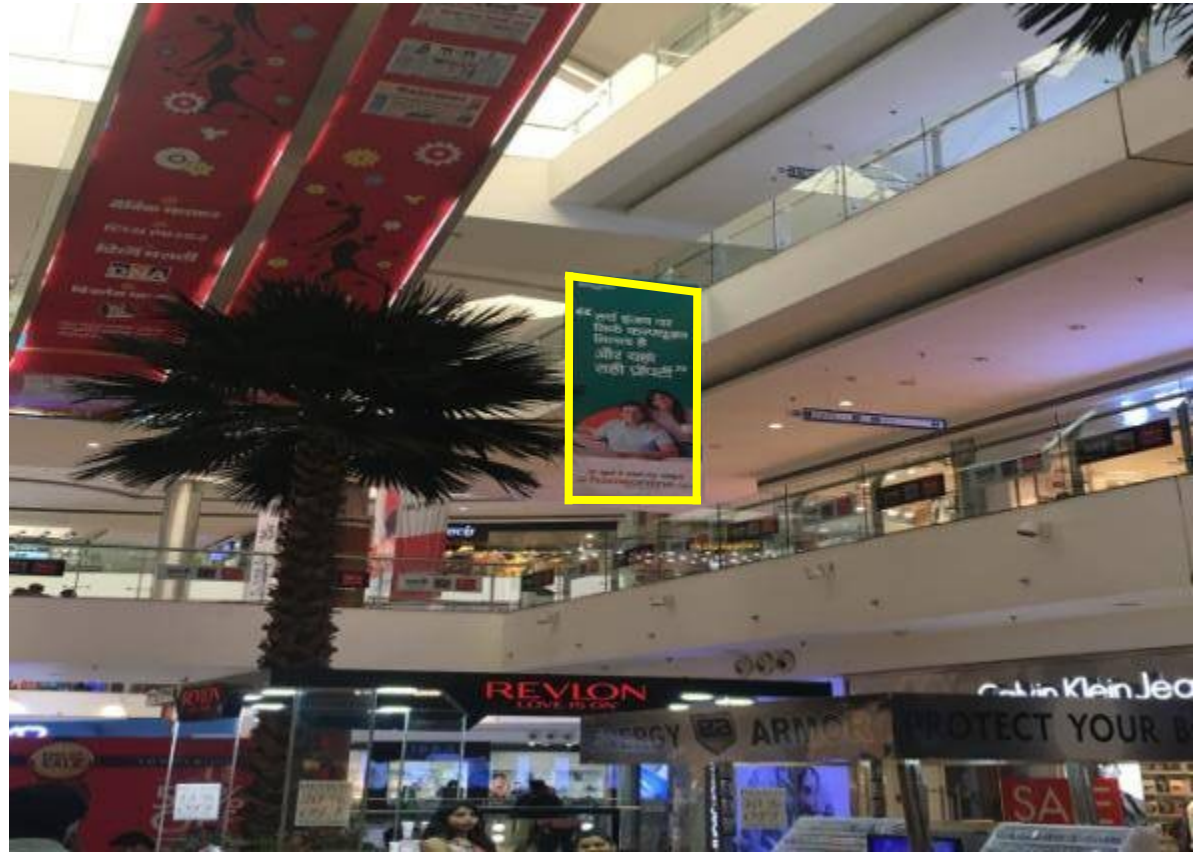
Signage	Code	Location	Height(fts)	Width(fts)	Area(sqft)	Rate /Per Unit/ Per Month
Bulk Head	BH	2 nd Floor 3 rd Floor				10000



Signage	Code	Location	Height(fts)	Width(fts)	Area(sqft)	Rate /Per Unit/Per Month
Backlit Box Lift Lobby	GFLLB1 FLLB2 4FLLB6 4FLLB7	Lift Lobby Grnd, 1 st & 4 th Flr	9.19	9.6	88.17	30700



Signage	Code	Location	Height(fts)	Width(fts)	Area(sqft)	Rate /Per Unit/ Per Month
Backlit Box Toilet Lobby		Toilet Lobby Grnd to 3 rd Floor	10	8	80	15632



Signage	Code	Location	Height(fts)	Width(fts)	Area(sqft)	Rate /Per Unit/ Per Month
Drop Downs		North & South Atrium	12	4	48	45380



Signage	Height(fts)	Width(fts)	Area(Sqfts)	Rate /Per Unit/Per Month
Boom barrier	1	4	4	30032



Signage	Height(fts)	Width(fts)	Area(Sqfts)	Rate /Per Unit/Per Month
MLCP Wall Branding	10	40	400	53159



Signage	Height(fts)	Width(fts)	Area(Sqfts)	Rate /Per Unit/Per Month
B3 Parking Window	7	11	77	50609



Signage	Height(fts)	Width(fts)	Area(Sqfts)	Rate /Per Unit/Per Month
B3 Signage Above Entry Gate	4	25	100	60790



Signage	Height(fts)	Width(fts)	Area(Sqfts)	Rate /Per Unit/Per Month
GF Bulkhead	3	20	60	80474



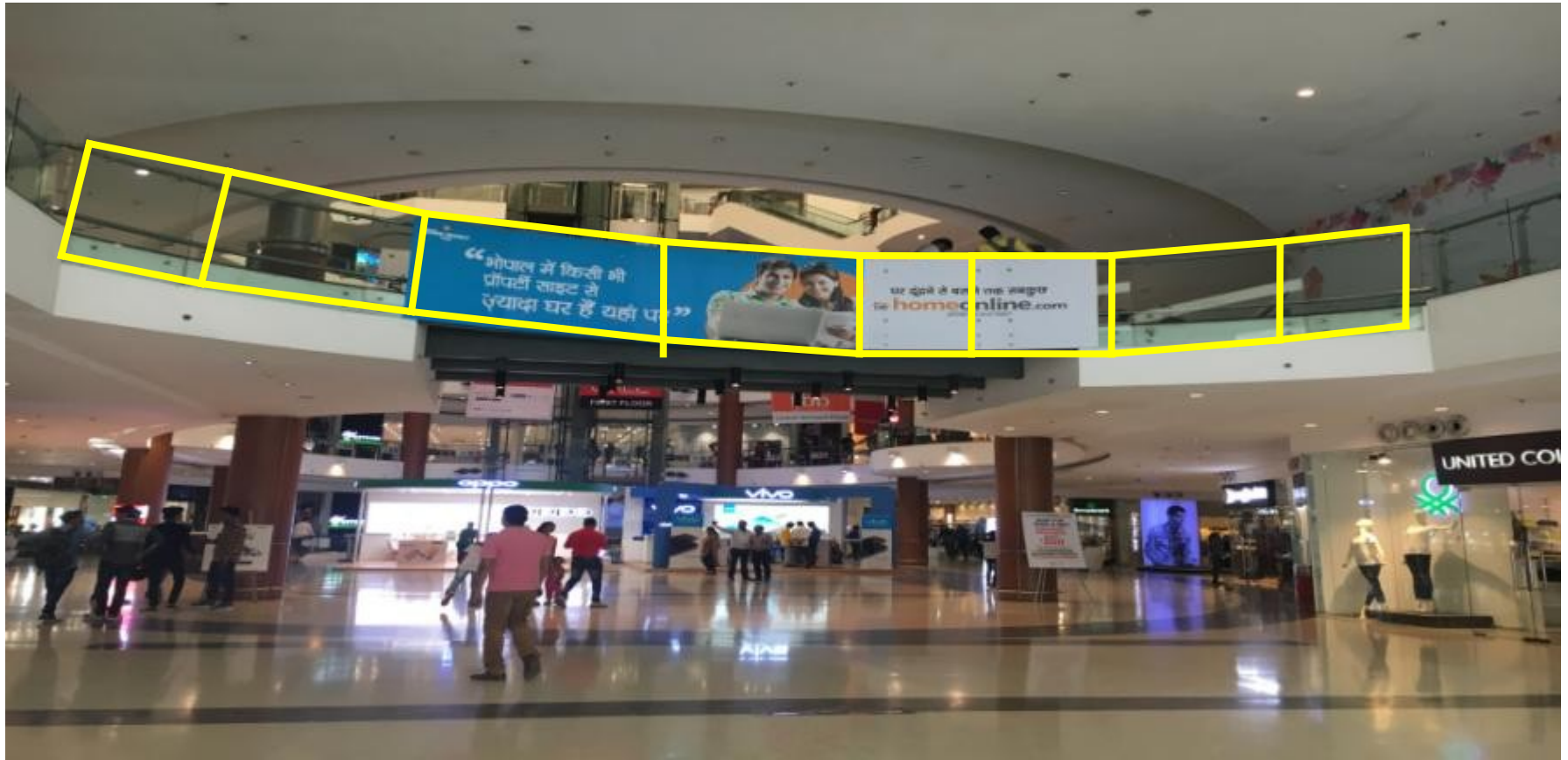
Signage	Height(fts)	Width(fts)	Area(Sqfts)	Rate /Per Unit/Per Month
4 th Floor Bridge	3	20	60	100474



Signage	Height(fts)	Width(fts)	Area(Sqfts)	Rate /Per Unit/Per Month
Escalator Side	4	20	80	40632



Signage	Height(fts)	Width(fts)	Area(Sqfts)	Rate /Per Unit/Per Month
Drop Down Food court North side	24	8	192	81517



Signage	Height(fts)	Width(fts)	Area(Sqfts)	Rate /Per Unit/Per Month
Entry Glass 1 st Floor	3	5	15	100000
	5	5	25	
	4	5	20	
	4	4	16	



Signage	Height(fts)	Width(fts)	Area(Sqfts)	Rate /Per Unit/Per Month
Lift Front	5	4	20	25158

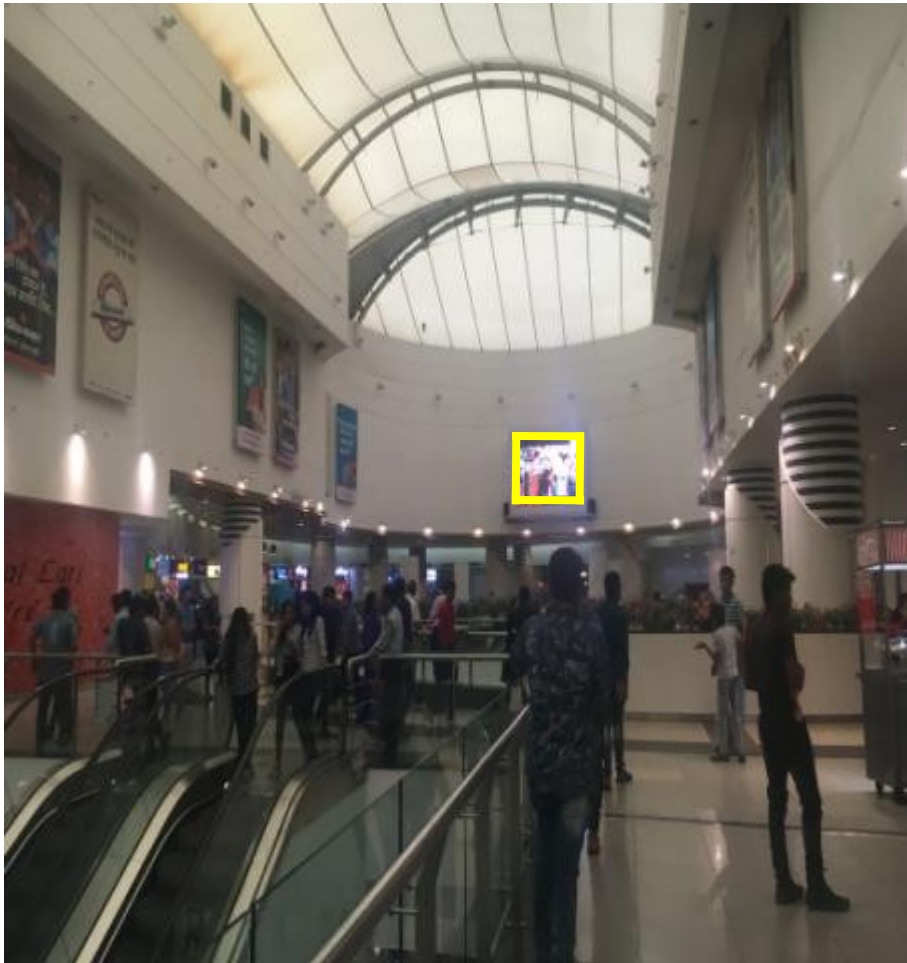


Signage	Height(fts)	Width(fts)	Area(Sqfts)	Rate /Per Unit/Per Month
Easel Standee	5	3	15	20000



Each Parking pillar has 4 views and area of one side is 15 sqft therefore area of one whole parking pillar is 60sqft.

Signage	Height(fts)	Width(fts)	Area(Sqfts)	Rate /Per Unit/Per Month
Parking Coloumns	5	3	15	4118



Signage	Display Pattern	Rate/ Per Month
LED Screens & LCD Screens	3 min per hour for 10 hours in a day.	50000

Booking Terms & Conditions

- All Media are subject to availability at time of booking.
- All media are subject to change by mall management without prior notification.
- Blockings & Bookings are on first come first serve basis only. We keep a waitlist for all the interested parties thereafter.
- We will block a site on clients request for a maximum of 7 days only.
- No client will be given any more than 7 days to confirm the blocking (i.e. final booking) with PO & advance payment. After the 7th day the blocking / booking will automatically go to the next interested party.
- Existing client on any signage space will have the "first right of refusal". This means only if the client with the current display doesn't wish to continue with the booking we give it out our first client in the waitlist / interested list.

Booking Terms & Conditions

- The inventory rates are independent of the “rights of refusal” obtained by any client. The new proposed rates will be uniform for all clients.
- Extension of booking - Any existing client on any inventory / event site will have to proactively provide us with a fresh PO & along with the advance payment at-least 15 days prior to the end of the existing booking to extend.
- The standee locations are finalized in consensus with the mall in all cases.

Payment Terms & Conditions

- All rates mentioned in the presentation & in any other format are exclusive of production and mounting.
- Taxes as applicable.
- Payment for signage space - 100% advance.
- Any payment default will result in immediate cancellation of branding.

THANK YOU!