

BADWAI
IT & COMMERCIAL
PARK

**OUTSTANDING OPPORTUNITY
5.00 ACRES LOCATED ADJACENT TO
TECHNOLOGY PARK
BADWAI , BHOPAL**



BADWAI
IT & COMMERCIAL
PARK

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BHOPAL

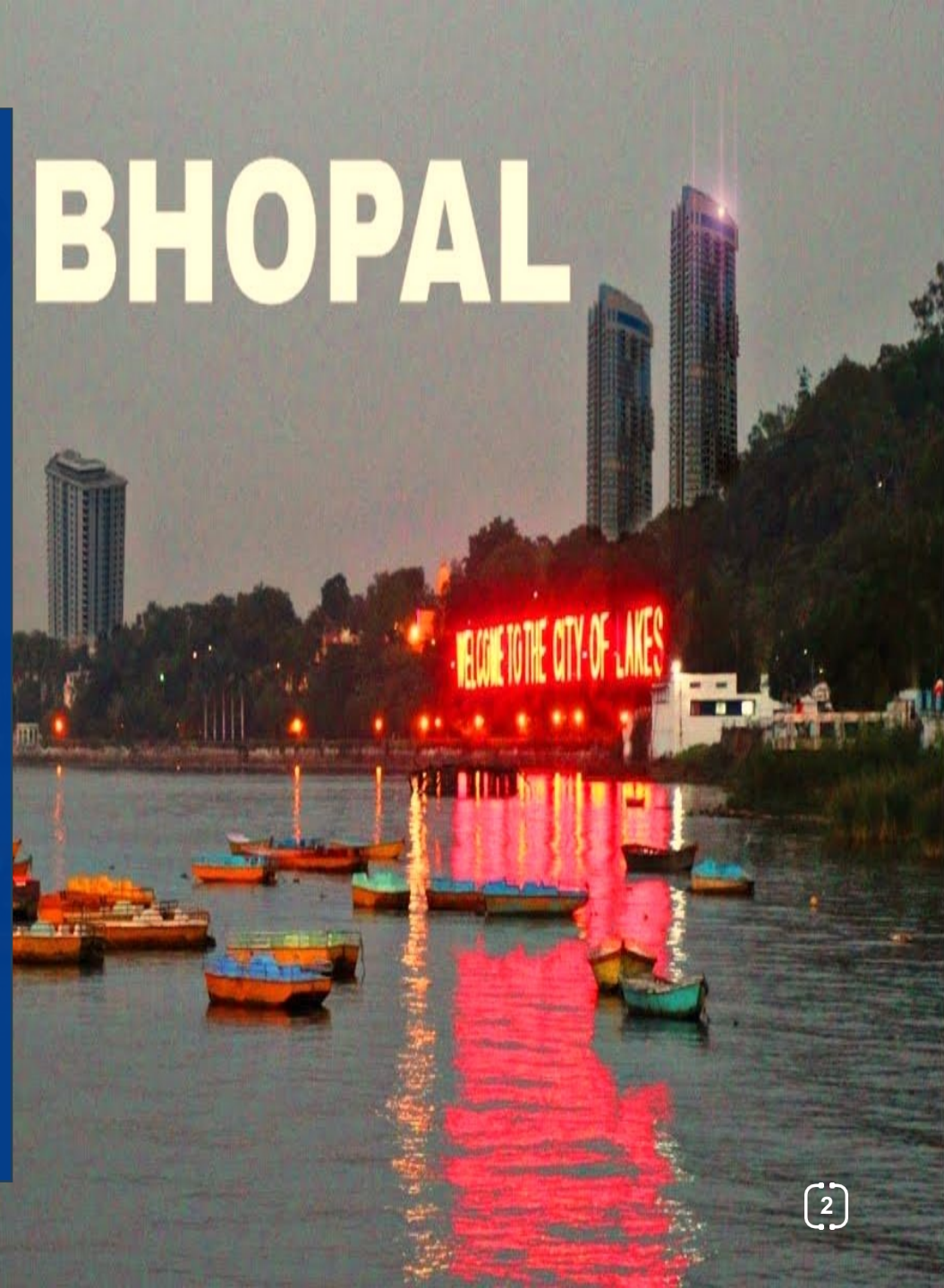




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PART I

THE OPPORTUNITY

GWS, as exclusive advisor, is pleased to present the opportunity to be part of Badwai IT & Commercial Park, a 5- acre site located in North Bhopal. Just 10 minutes from Bhopal Airport, the site is a short walking distance from MPSEDC IT Park building, a hub of IT companies. The site is accessible from Ayodhya Bypass with connects most of the residential townships across North and several new multifamily housing developments. Strategically located in the Technology Park, Badwai area, the city's only IT/ITeS oriented precinct, the development site is currently falls under Public & Semi Public/Institutional zone, and, is specifically earmarked for mix of IT and non-IT/ Commercial usage. This zoning allows for **Offices, IT Park, Retail, F&B, Entertainment, Hospitality** and **Convention** as part of Gross Leasable Area (GLA) up to **8,71,200 square feet**.

Located just off Airport Road/ old NH 46 and Ayodhya Bypass intersection, next to RGPV - State's central Technical University and numerous large scale Technical Institutes, the site offers the ability to create a one of a kind, unique and strategically located campus. The Property features panoramic views of North Bhopal, along with immediate access to public transportation, housing and local amenities.

While the site offers an outstanding long-term opportunity, the immediate catchment of approx. **1.7 lakh resident population**, approx. **1 lakh floating population** comprising university students, travelers to airport and IT BPM employees within Technology park campus where subject development is located. In addition, IT/ITeS developments in Bhopal got backing of State Government in the form of various capital subsidies, land subsidies as part of State's IT/ESDM Promotion Policy which is expected to pull in IT BPM and GCC players from across the region and country.

With increasing demand for IT, resultant commercial/hospitality/MICE spaces amid trend of work-from-home-town, and the scarcity of operational large scale A-Grade buildings in Bhopal, this is a unique opportunity to take first mover advantage given the scale and location of project.



Abbas Nagar

Gokul Dham Society

BADWAI
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Ayodhya Bypass

Maple Tree
Apartments

Dwarka Dham
Heights

Comfort Apartments,
Sanjeev Nagar

Residential Colonies
Dronachal Top

Dwarka - Dham
Colony

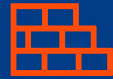
HQ 21 Corps

RGPV University

INVESTMENT HIGHLIGHTS



**LANDMARK DEVELOPMENT
OPPORTUNITY**



FIRST MOVER ADVANTAGE



UNSURPASSED SETTING & LOCATION





CLOSE TO FULLY OCCUPIED MPSEDC BUILDING, HUB OF IT ITES COMPANIES



EXPECTED 6K – 7K AVERAGE DAILY FOOTFALL FROM CATCHMENT INITIALLY



1 LAKH FLOATING POPULATION COMPRISING STUDENTS FROM ADJACENT RGPV, RKDF ETC, AIRPORT TRAVELERS AND OFFICE EMPLOYEES



RETAIL DEMAND FROM ESTIMATED 1.7 MN CATCHMENT POPULATION, HOSPITALITY & CONVENTION DEMAND OF 1000+ PAX CAPACITY

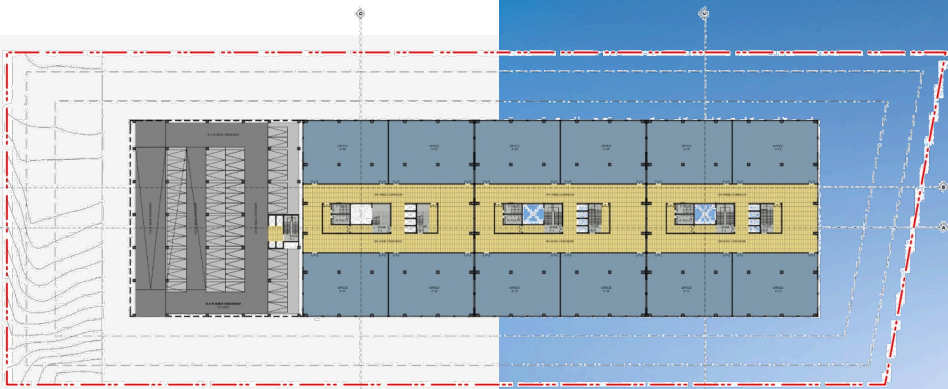


INCREASING CAPTIVE DEMAND FROM ADDITIONAL IT DEMAND OF 10-15K SEATS ANNUALLY BY ENDING OF WFH, ADVENT OF WFHT

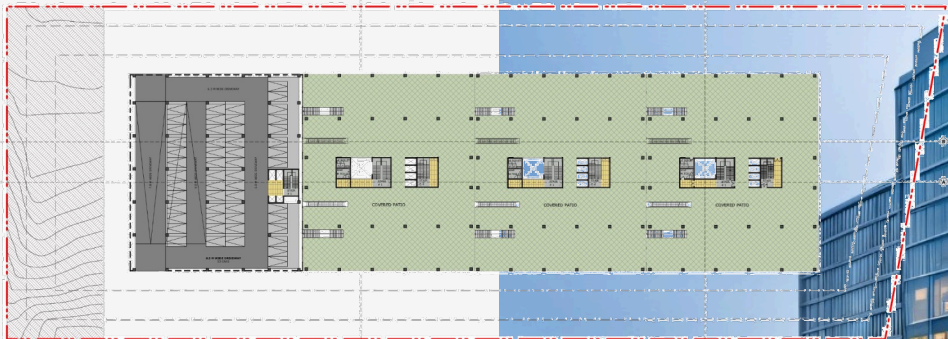


PROPERTY DESCRIPTION

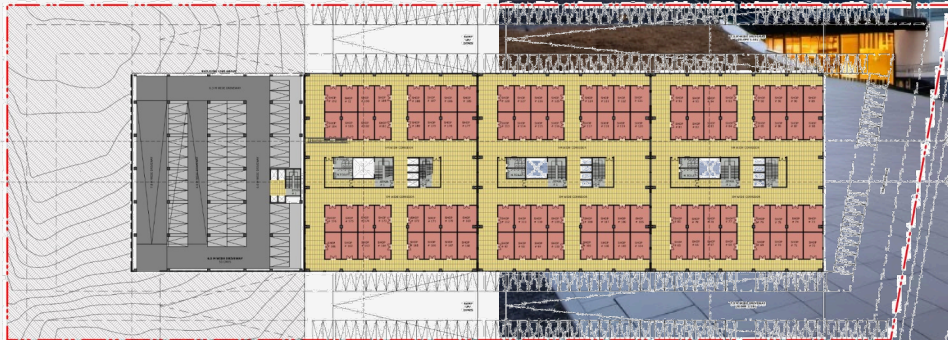




TYPICAL OFFICE FLOOR (SECOND TO SEVENTH)



AMENITY FLOOR



TYPICAL RETAIL FLOOR (GROUND & FIRST)

IT & Offices

Convention

Retail





ADDRESSES

SF

Plot C-5C, Technology Park,
Badwai, Bhopal

5,44,492 SF

Total Approximate GLA SF

+/-8,70,000 SF



SITE AREA

The property consists of approximately 5.00 acres of land, with sloping topography, offering panoramic views of Bhopal city



ZONING

Site is earmarked for mix of IT and non-IT/Commercial usage (mixed-use). The site is located within Technology Park zone of Bhopal. Landuse allows for mixed-use developments including: **IT/ITeS, Offices, Food Courts, Hospitals, Shopping Malls, Residential Complex, Schools, Star Hotels, and other entertainment facilities** with limit of 60% for IT and 40% for Non-IT usage. The current rules limits the site to FAR (Floor to Area ratio) of 2.5. The zoning and uniqueness of the site allows the rare opportunity to develop a world class, office, retail and technology campus at the gateway to the North Bhopal and large residential precincts along Ayodhya Bypass.



FRONTAGE

Approximately 240 feet of frontage along 25 m wide main IT Park road, and has excellent visibility from Ayodhya bypass.



ACCESS

Airport Road/ old NH 46 and Ayodhya Bypass intersection, next to RGPV. It is second property from Technology Park main entry.

LOCATION OVERVIEW

STRATEGIC LOCATION

The Technology Park is strategically located in Badwai area, surrounded by large and well developed institutional, medical and residential zones. The site is immediately accessible from airport road/NH 46 and Ayodhya Bypass intersection, just 4.0 Km from Raja Bhoj Airport. Adjoining RGPV - State's central Technical University and numerous large scale Technical Institutes a short walking distance offers access to large talent pool.

The site is connected to most of the residential townships across North and several new multifamily housing developments via Ayodhya Bypass. Strategically located in the Technology Park, Badwai area, the city's only IT/ITeS oriented precinct, the development site is currently falls under Public & Semi Public/Institutional zone, and, is specifically earmarked for mix of IT and non-IT/ Commercial usage.

SN	Landmarks	Distance (Km)
1.	Technology Park, Badwai	0.0
2.	Raja Bhoj Airport	4.0
3.	Chowk Bazaar, Old City	9.0
4.	New Market, T.T. Nagar	12.3
5.	Jyoti Talkies, M.P. Nagar	16.0
7.	Mandideep Industrial Area	32.0



Infrastructure Initiatives

Project Name	Impact on Subject Region
<ul style="list-style-type: none"> MP Metro Rail - Bhopal Project^{#1} 	<p>Rapid, low-cost and hassle-free intracity connectivity and linkage with total 6 lines. Phase 1 with 2 lines viz. line 2 (NS – Karond Circle to AIIMS) and Line 5 (EW - Bhadbhada Square to Ratnagiri Tiraha), with 28 stations is under construction, to be completed by 2027.</p> <p>Priority Corridor is expected to be completed and opened in March 2024, Project's nearest Metro Stations: Karond Circle (4.4 km/ 8 min) and Airport (3.5 km/ 7 min)</p>
<ul style="list-style-type: none"> Raja Bhoj International Airport/ Proposed MRO / Air Cargo Complex^{#2} 	<p>400 acres, Central location in the Country, One of eight new MRO destinations for attracting investments, enhancing local businesses implying increased demand for related corporate offices 17 acre Air Cargo Complex got operationalized in January 2023</p>
<ul style="list-style-type: none"> SSR Global Skills Park^{#3} 	<p>Creation of highly skilled workforce with “Advance Certificate In Precision Engineering”, attracting Global Precision Engineering players in the City adding to overall office demand.</p>
<ul style="list-style-type: none"> India's first Integrated Control and Command Centre (ICCC) ^{#4} 	<p>First of its kind, it enables monitoring of multiple city civic utilities and citizen services through a central cloud, enhancing overall civic services quality and efficiencies, adding to public sector demand for IT/ITeS services and related IT Space demand</p>
<ul style="list-style-type: none"> Bhopal smart city development corporation limited (BSCDCL) ^{#5} 	<p>Enhanced livability, workability, stability and sustainability by using information and communications technology (ICT), adding to public sector demand for IT/ITeS services and related IT Space demand</p>
<ul style="list-style-type: none"> Heritage Conservation 	<p>Akin to Cultural Capital status of city, Old Chowk Bazar, Jama Masjid Complex and Sadar Manzil are renovated, enhancing Tourist attractions and overall city's attractiveness</p>
<ul style="list-style-type: none"> Integrated traffic management System (ITMS) 	<p>AI based digitized traffic management system, adding to public sector demand for IT/ITeS services and related IT Space demand</p>

#1: <https://mpmetrorail.com/index.php?/project/view/a3BHUnpXUHY1YmIFbW9xOHAvmSm9WQTO9>

#2: https://en.wikipedia.org/wiki/Raja_Bhoj_Airport#Immigration_check_post_and_International_flights

#3: https://globalskillspark.mp.gov.in/public/assets/notice_docs/GSP_BrochureSpreadsmall.pdf

#4: <https://www.expresscomputer.in/news/bhopal-launches-indias-first-integrated-control-and-command-centre-iccc/24682/>

#5 <https://smartbhopal.city/e-brochure/new-brochure-2019>

Infrastructure Initiatives

Project Name	Impact on Subject Region
• Technology Park, Badwai ^{#6}	200 Acre Campus is developed by MPSEDC with central assistance, project is focused to expand digital opportunities in Bhopal enabling study region to be a participant in one trillion-dollar digital economy
• Rani Kamlapati Smart Railway Station ^{#7}	First Smart Railway Station of India developed on PPP mode offering airport like facilities to railway passengers, and surrounded by modern commercial establishments. Right on the busiest North South section of Railways, it enhances visitors entry and exit experience to the city, coming from all across India. Under construction metro linkage to this station would enhance intercity connectivity of study area.
• ISBT and Hospitality District	Modernized ISBT comprise of Hospitality district with about 10 premium hotels, almost entirely occupied reflecting demand for Hospitality sector in the city
• Bhopal Bypass	Four Lane Bypass for Through Traffic help prevent through traffic and decongests intra city traffic, enhancing accessibility of subject study area from other parts of the city
• MLCPs ^{#8}	10 Multi Level Car Parking projects completed that helped prevent road side parking in congested areas and decongests intra city traffic, enhancing accessibility of subject study area from other parts of the city
• Bhopal Living Lab ((BLL) Innovation and Incubation ^{#8}	This project under Digitalisation and IT Connectivity help adding to public sector demand for IT/ITeS services and related IT Space demand

#6: <https://pib.gov.in/PressReleasePage.aspx?PRID=1897277>

#7: <https://timesofindia.indiatimes.com/city/bhopal/mp-kamlapati-first-state-of-the-art-railway-station-built-on-ppp-mode/articleshow/87692980.cms>

#8: <https://www.squareyards.com/blog/bhopal-smart-city-smcart>

Berasia Tehsil

Raisen District

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Sehore District

Strengths

- **Excellent visibility** from Ayodhya Bypass,
- **Fair title:** from State Govt. on **99 years renewable** lease basis,
- Excellent **air connectivity:** Raja Bhoj Airport only 10 min away,
- Excellent **road connectivity** via NH44/Ayodhya Bypass/Airport rd,
- Flexibility of design as it's a **large contiguous land parcel**,
- Good marketability as **sub-leasing of land /buildings allowed**

Weaknesses

- Leasehold title as its governed by lease terms, however, it's renewable 99 years lease,
- Hilly terrain, hence, leveling may be required for better utilization

Opportunities

- **First mover advantage** as dedicated large scale IT Park in Bhopal,
- Part of **State Govt. Promoted Technology Park** for **IT/ITeS/ESDM**,
- **Fast growing neighborhood** with number of residential, institutional and commercial developments
- **Highest FAR available** in master plan as allowed for IT Park
- **40% Non-IT space** can act as key pull factor
- **Sixth largest pool of engineering seats in the country**

Threats

- IT/ITeS activities are at nascent stage in Bhopal, however,, the shift in IT Park preference of large companies to setup operations in Tier 2 cities is likely to boost demand for IT Park
- Other established IT destinations like Indore is likely to pose challenge, however, this can be overcome by appropriate promotions

Over 1.7
Million
Residents in
Catchment
Area

NEVRI CATCHMENT AREA

40% of Builtup
area can be
utilized for Retail
/ Hospitality /
Commercial
activities

COMMERCIAL ACTIVITIES

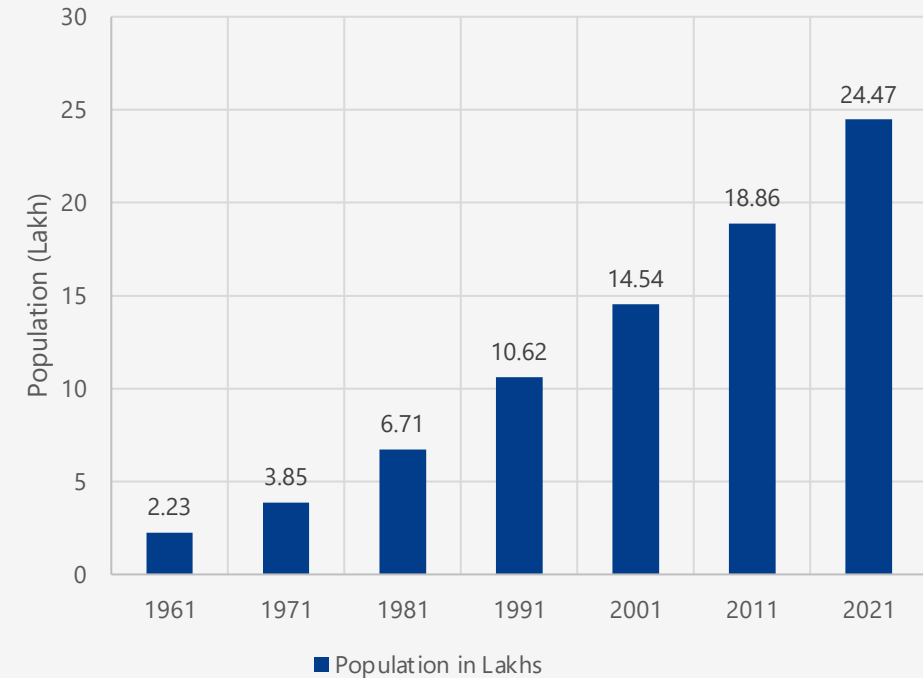
170,000
Students,
Sixth Largest
pool of
Engineering
Seats

RGPV / MP
Institutions

Bhopal Demography

Population	2.47 million (2021)
Area	684.24 sq.km
Gross Density	2616 persons/sq.km
Urban Area Density	6893 persons/sq.km
Higher Order Transit	BRTS + MRTS (under construction)
Youth, 15 - 24 years (%)	21.30%
Working Age Group, 15-59 years (%)	65.22%
Per Capita Income (INR)	1,42,760

Bhopal: Population Growth (Urban)



21.30%

Youth 15 - 24 years,
engine room
population

65.22%

Working Age Group, 15-
29 years

1,42,760

Per Capita Income

29.75%

Decadal Growth Rate

561,000

Population added in last
decade

INDIA IT-BPM AND GCC DEMAND

WORLD'S EPICENTER OF INFORMATION TECHNOLOGY AND GLOBAL CAPABILITY CENTERS

Asia, and prominently India, is the outsourcing center of the world in Information Technology, Business Process Management and fast emerging to be the leader in Global Capability Centers. In India, there are over 1.7 lakh IT-BPM companies adding over 200,000 employees each year, generating US\$194 billion revenue each year.

INDIA IT-BPM, GCC BY THE NUMBERS



55%

market share globally



200,000

employees added each year



170,000

IT-BPM companies



1800

Global capability centers (GCC) established

40%

reduced costs of US and UK companies

7.7%

share of GDP, projected to 10%

\$ 194

billion in annual revenues

1.3

Million employed in GCCs





MP is power surplus State with
1882.14 MW RENEWABLE ENERGY
Ranked 8th
a key ESG criteria for global companies

Home to
2500+ START-UPS WITH 280+ IT
service based start-ups

Got Investment declaration of
15,42,550 CR (USD18,800 MN)- and
25 Foreign Investors signed 36 MoUs

More than
**360 ACRES ALLOTTED TO 220 IT-
BPM/ESDM COMPANIES**
At Bhopal, Indore and Jabalpur



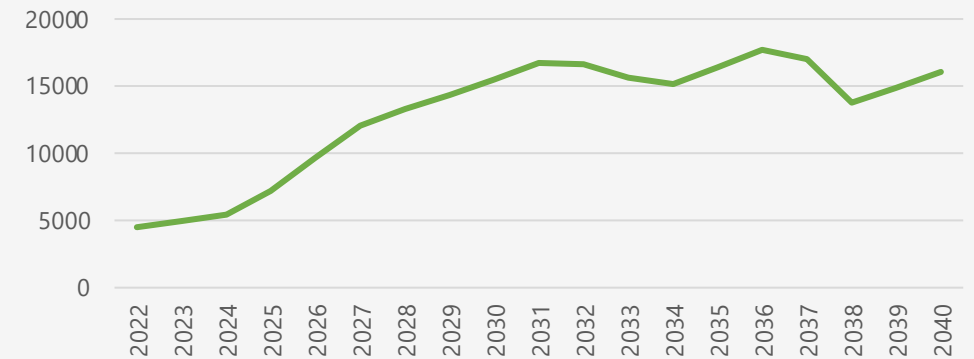
Space demand:

Year	2018	2019	2020	2021	2022
MP: New Startups Each Year	289	329	425	558	409*
MP: Average Annual Growth in Startups	25%				
MP: Addition of new IT Jobs	-	-	-	30,000	-

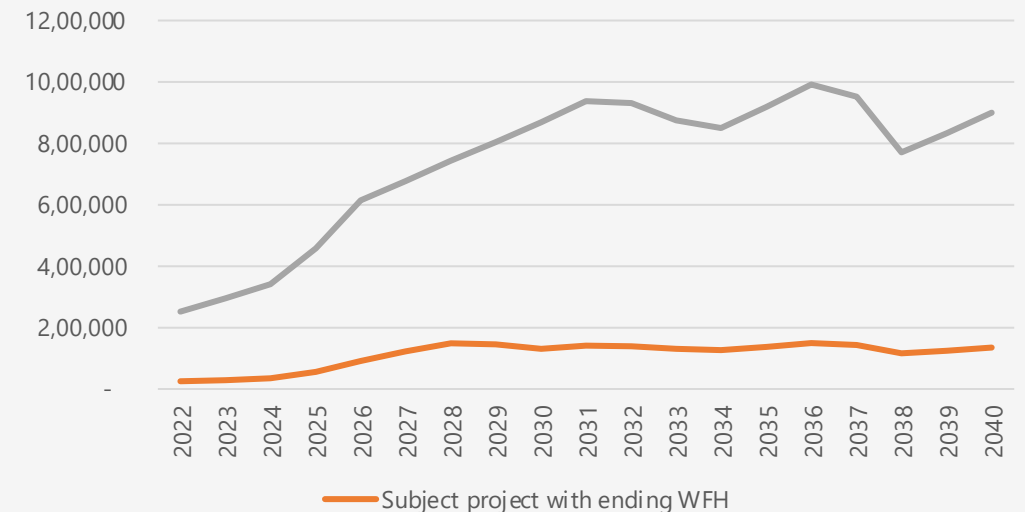
Projected New IT Jobs Growth	10-15%
Share of Bhopal in new IT Jobs	15% - 20%
Av. Space per Seat (sq.ft)*	56
Av. Share of WFH	65%
Estimated WFH employees	3250
Share of Subject Project (Assumption)	10% - 20% (varying)

For Subject project, it translates to approx. 4.5 to 5.0 lakh sq.ft IT Space till 2028

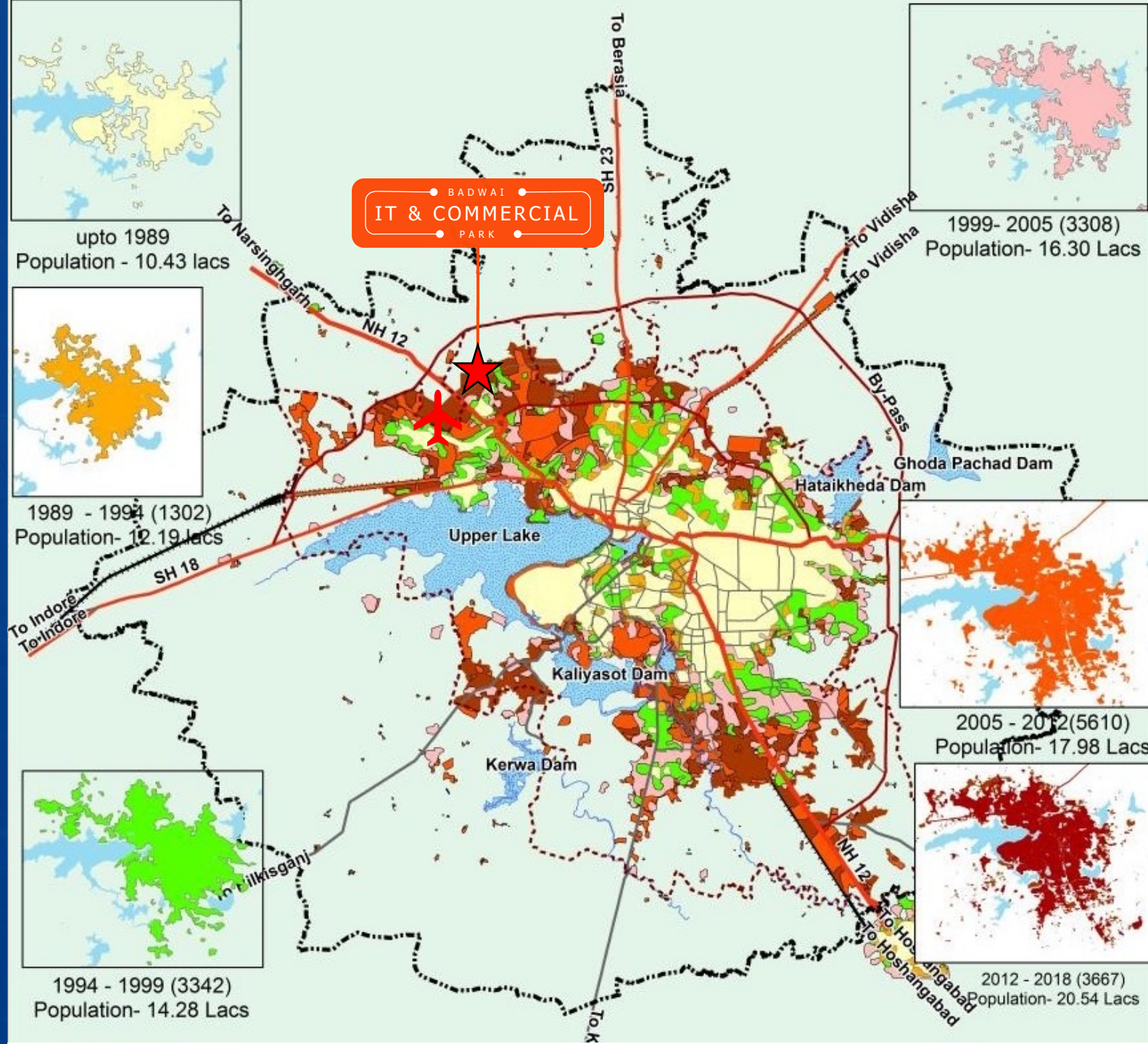
IT Sector Employment



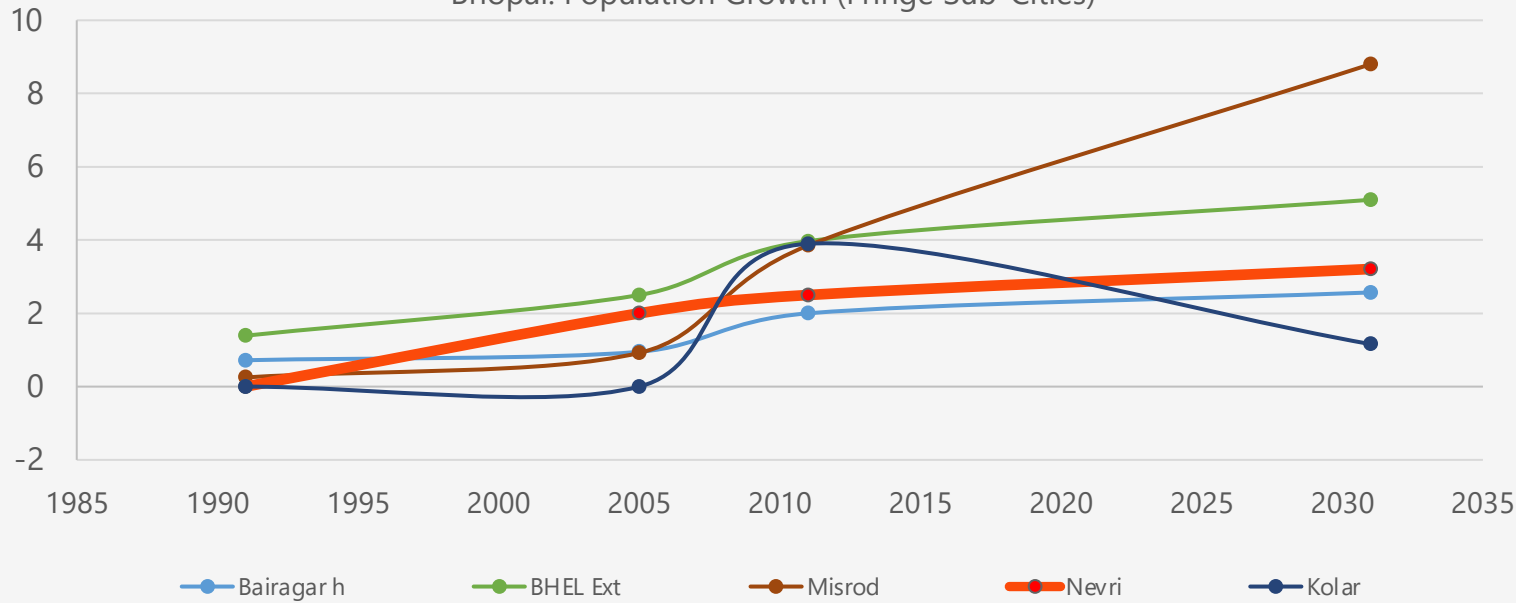
Space Demand Bhopal



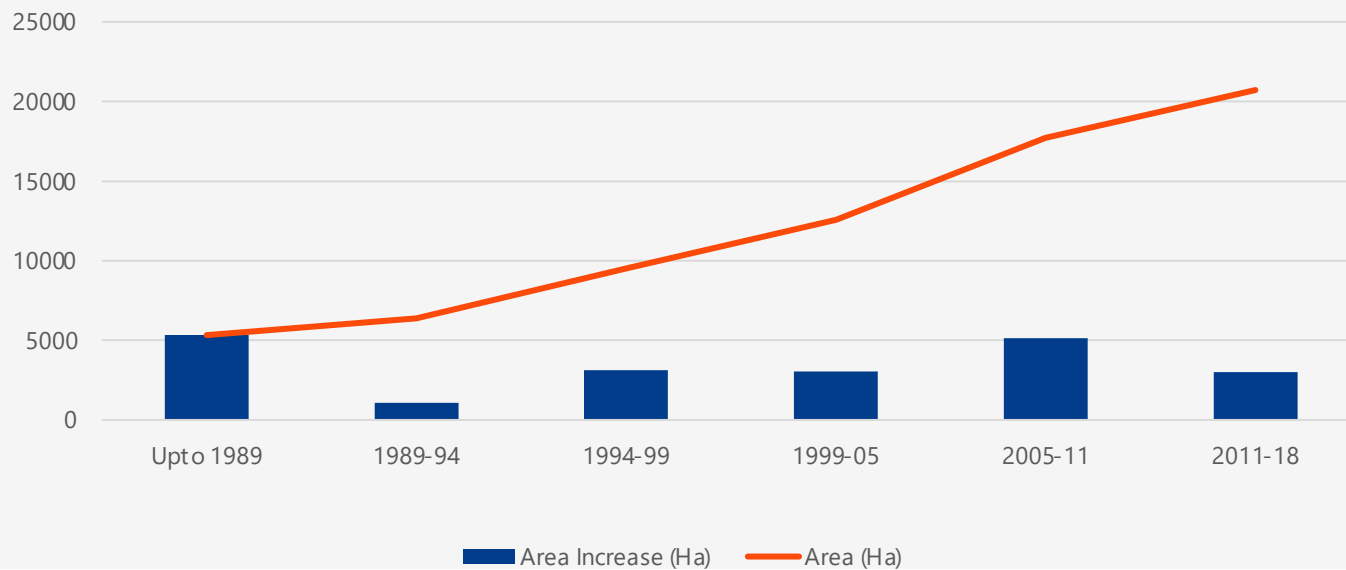




Bhopal: Population Growth (Fringe Sub-Cities)



Increase in Urban Sprawl



SUB-CITY (NEVRI) & CATCHMENT AREA POPULATION

2ND

Highest Urban Sprawl Growth in this Sub-City (Nevri)

3RD

Highest Population Growth

2.53 LAKH

Sub-city Population



Retail Demand

Suburb	Population (Lakh)	Catchment Dependence	Total catchment population (Lakh)	
	2025			
Bairagarh	2.285	10%	0.2285	
Old City	5.06	10%	0.506	
T.T. Nagar	4.96	2%	0.0992	
BHEL	2.9	2%	0.058	
BHEL Ext	4.535	5%	0.22675	
Misrod	6.325	0%	0	
Nevri	2.855	20%	0.571	
Kolar	2.53	0%	0	
		Total	1.68945	
		Commercial per. 1000 population	880	sq.m
		Demand	16	Lakh sq.ft

Commercial activities in subject project expected to observe demand of *about 16 lakh sq.ft at sub city level*

Subject project may have *first mover advantage* as there is no significant commercial in *North Bhopal*

REAL ESTATE
MARKET OVERVIEW





Bhopal real estate has observed an exponential growth post 2021 due to its central location, well developed urban infrastructure amid natural settings, economic growth, excellent power and communication networks and comparatively lower real estate prices.

Availability of large talent pool nurtured in large engineering, medical, technical and high precision engineering institutions has made the city attractive for IT-BPM industry. It is catalyzed by digital services provided to citizens by the civic bodies, provision of dedicated zone for IT, various subsidies, renewable power to meet ESG requirements and public transit infra like BRTS and under development City Metro Rail system.



ASKING PRICES

have increased 20% - 30% since 2021



LEASING ACTIVITY

gaining momentum due to IT/ Office demand, ending WFH and advent of work from home town concept



NEW CONSTRUCTION

totaling over 500,000 square feet of new Class A office/lab space was delivered in FY2022

PRODUCT MIX





Land Area (sq.ft)	FAR ¹	FAR area (sq.ft.)	Compoundin g Loading	Construction area (sq.ft.)	Leasable Loading	Leasable area (sq.ft.)
2,17,800	2.5	5,44,500	30%	7,07,850	30%	8,71,200

Proposed Breakup	Weightage	FAR area (sq.ft.)	Construction area (sq.ft.)	Leasable area (sq.ft.)
IT and ITeS Space	60.0%	3,26,700	3,26,700	4,24,710
Retail Space	16.0%	87,120	1,13,256	1,39,392
Hotel apartments / Hospital[#]	24.0%	74,488	1,52,700	1,75,046
Serviced Apartments		32,670	66,974	76,775
Convention Centre		23,522	48,221	55,278
Total		5,44,500	7,07,850	8,71,200

includes 128 hotel rooms/hospital beds, restaurant area among other facilities.

#1: FAR as per existing IT Policy 2016

Market Feedback: Key IT /ITeS / BPM Companies focusing study region

Business Standard

Global capability centres go beyond Tier-I cities, chasing cost and talent

30-40% more demand for workforce in Tier-II cities; some firms identifying Tier-I talent to lead smaller locations

Ayushman Baruah | Bengaluru



Representative Image

Even as Tier-I cities remain preferred for setting up global capability centres (GCCs), existing GCCs are expanding into Tier-II and -III cities to derisk their portfolios and tap the talent pool available at lower costs.

nasscom zinnov

INDIA GCC TRENDS

According to the latest Nasscom-Zinnov report, India had 1,580 GCCs with 1.66 million employees as of 2022-23. In Tier-I cities such as Mumbai, Pune, and Bengaluru, 18 GCCs were set up in the first half of 2023. However, for the first time, Tier-II and -III cities such as Ahmedabad, Mysuru, Vadodara, Nashik, Tirunelveli, and Coimbatore emerged as key hubs for the expansion of the established GCCs.

New GCCs set up in India in Q1CY2023

Berry | cowbell* | BlackBerry | Cockroach Labs
 CYBERARK* | align | HqVee | Storable | truecaller

New GCCs set up in India in Q2CY2023

BRENNTAG | LLOYDS | INSPIRE | VONAGE | MAXCESS
 MONDEE | greenLIGHT | wayfair | KASMO

New Entrants*

DAIMLER TRUCK | SWITCH | BOSCH | Ford | HYUNDAI
 Webasto | Eminox | TEVE | STELLANTIS | VOLVO | BMW
 Mercedes-Benz | Continental | KNORR-BREMSE | JOHN DEERE | ZF

Center Expansion**

ZF | HELLA | BorgWarner

*** Based on GCC headcount in India

New Entrants*

Starburst
 ANALYTICS ANYWHERE

Center Expansion**

Air-Asia | BOEING | HANSA

Top Companies***

Collins Aerospace | BOEING | HANSA
 Rolls-Royce | AIRBUS
 THALES | Emirates
 LOCKHEED MARTIN | DELTA AIR LINES

*** Based on GCC headcount in India

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This Memorandum was prepared on the basis of information available to the Client (Offeror) and to GWS, the Offeror's exclusive agent in connection with the Property. It contains pertinent information about the Property and the surrounding area but it does not contain all the information necessary for a complete evaluation of the Property. The projected footfall and other information contained herein are for reference only.

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