



# ORION

BANGALORE'S FIRST LIFESTYLE MALL







## Brigade Group presents Orion, Bangalore's first lifestyle mall

Orion Mall is set to become a landmark destination. Designed as a lifestyle mall, Orion will feature specialty outlets, services and restaurants, to address the growing lifestyle needs of a vast segment of the population. It will cover 750,000 sft of well-designed space. And is strategically located within an exclusive, 40-acre mixed-use enclave in a central part of the city.

Orion will offer many outstanding advantages for a retailer: a range of world-class facilities, easy access, a well-planned product mix and—as a result of all these—great exposure of products and services to a regular stream of both new and repeat customers.

### Current status:

The mall is taking shape on several fronts. Construction is in rapid progress. Some of the main anchor stores have been finalised: **Westside**, **Star India Bazaar** and **Landmark**. The multiplex will be managed by **PVR Cinemas**. More anchor, mini-anchor and vanilla stores; restaurants, cafés, food courts and entertainment outlets are being carefully selected to ensure a rich and versatile retail experience.



REAR VIEW OF ORION MALL, WITH THE PEDESTRIAN PLAZA AND MAN-MADE LAKE IN THE FOREGROUND

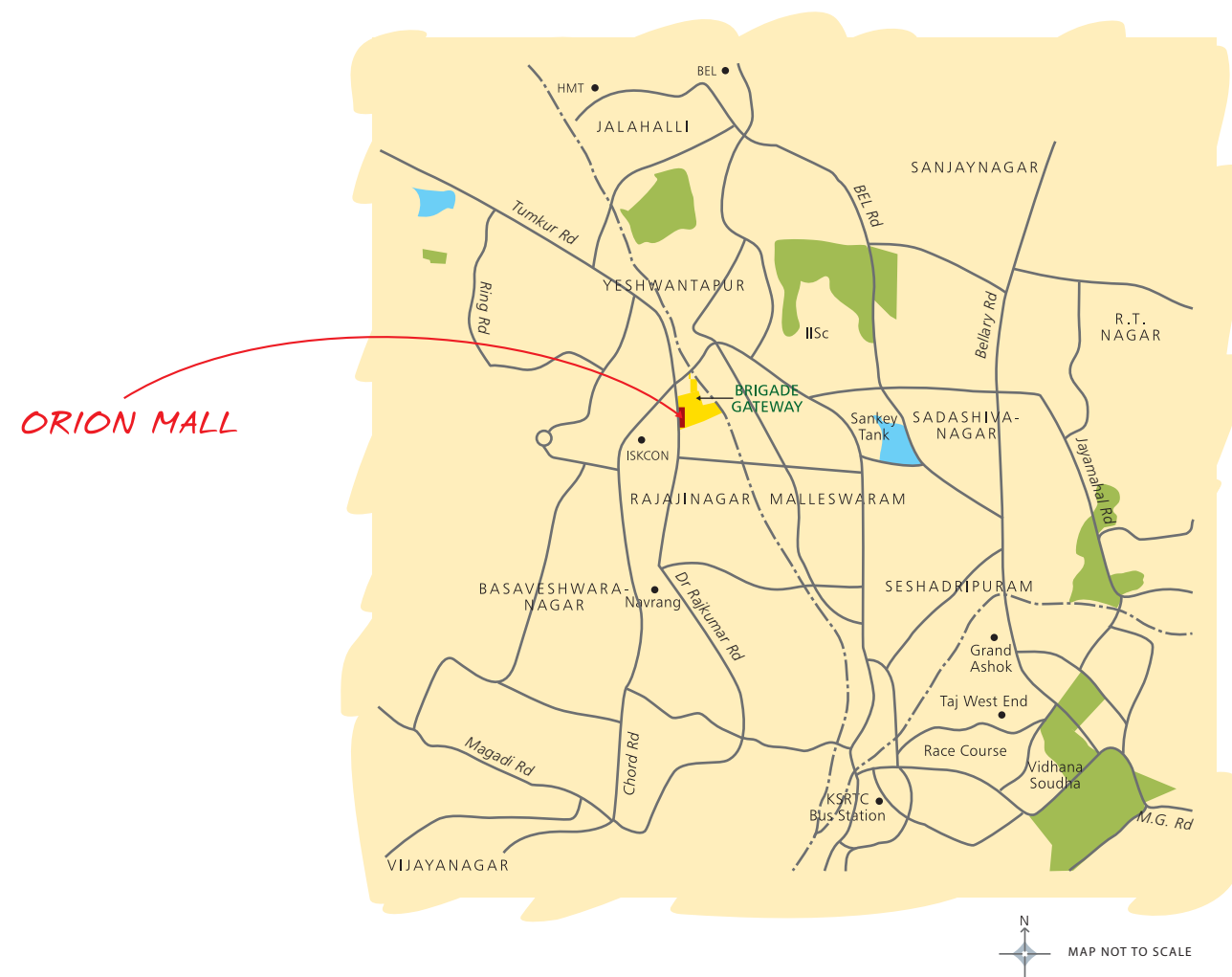


## A new downtown for north and north-west Bangalore

Orion Mall is located in Brigade Gateway—a large mixed-use enclave in the Malleswaram-Rajajinagar region, close to the heart of the city. Many of the city's major infrastructural development initiatives will enable an even easier access to Orion Mall.

The new Metro Rail, ring roads, extensions and flyovers will make reaching Orion, by private or public transport, very convenient. A Metro Rail station is planned just outside the mall. Both the local and central railway stations are nearby.

Orion Mall will also be well connected to the new international airport at Devanahalli.



## A large catchment area

The nearby regions form a well populated catchment area of potential footfalls. They contain an impressive number of educational institutions like the Indian Institute of Science, M.E.S. and Vivekananda colleges, the upcoming Brigade School in Brigade Gateway and Cluny Convent; the ISKCON temple; Metro Cash 'n' Carry and many sprawling apartment complexes. Several of Bangalore's best luxury hotels—Windsor Manor, The Grand Ashok, Taj West End and Le Meridien—are also in the vicinity. The upcoming Sheraton Bangalore Hotel will be located at Brigade Gateway.

Contiguous areas that will serve as a catchment include:

- BEL Township
- Basaveshwaranagar
- Cunningham Road
- Cantonment
- HMT Township
- Malleswaram
- Rajajinagar
- RMV Extension
- R.T. Nagar
- Sadashivanagar
- Sanjaynagar
- Vijayanagar

Orion will also be well connected to the South Bangalore catchment areas.

### Imagine the potential footfalls:

Demographics and mathematics will be in favour of anyone running a business from Orion Mall. Consider these facts:

- The population of neighbouring areas is educated, up-market and mobile.
- The Malleswaram-Rajajinagar region provides more than 30% of the personnel to the city's software and corporate world.
- The Brigade Gateway enclave, with its many components, is designed to draw people from in and around the city, building a strong captive audience of visitors to the mall.



## Which other mall will have such a world-class setting?

Orion Mall will be set in a premium neighbourhood. The 40-acre Brigade Gateway enclave will be an ideal urban environment and a setting that few commercial establishments would normally enjoy.

## An up-market, clean and controlled environment...

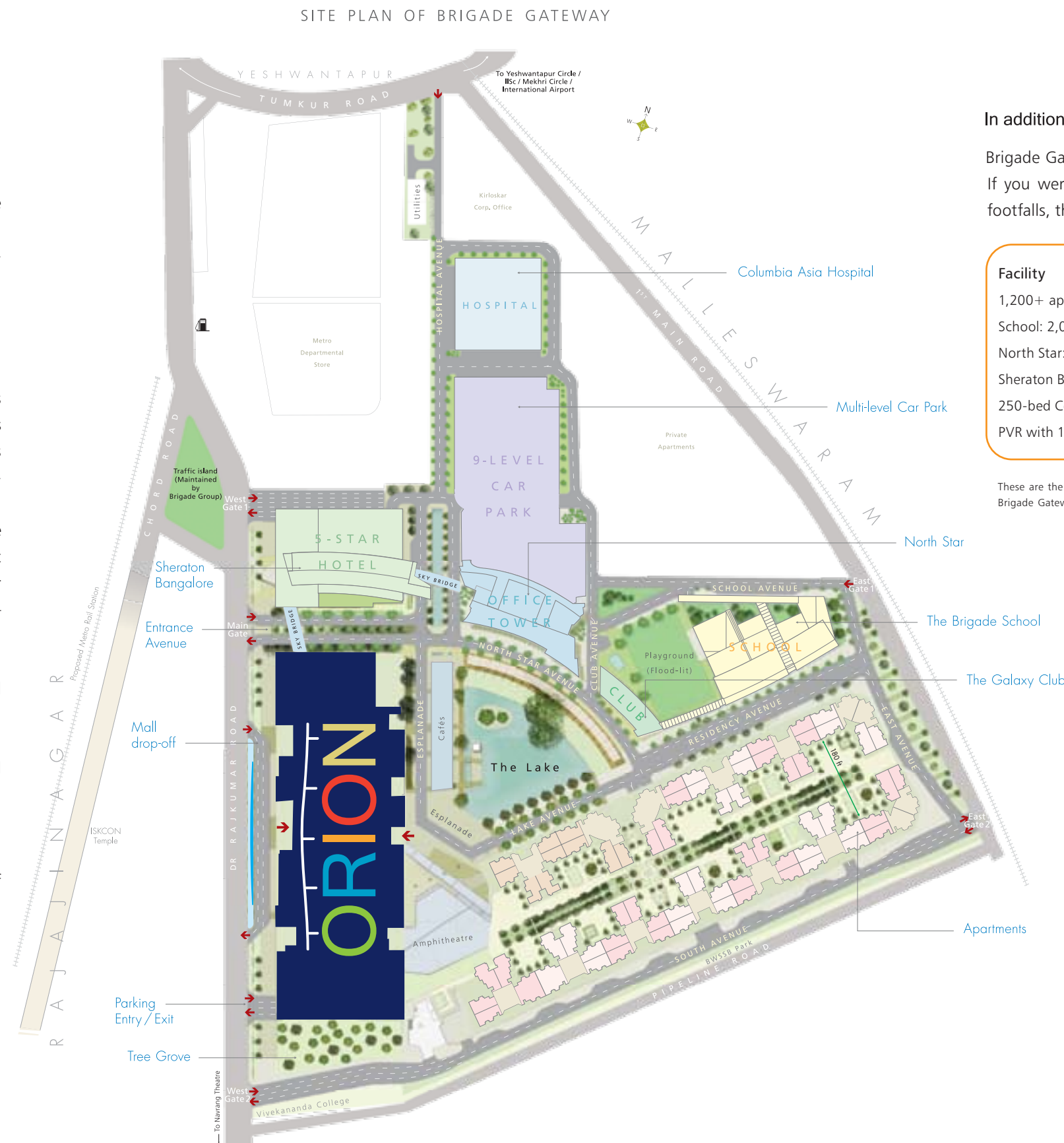
Brigade Gateway will be shielded from the unpleasant chaos of everyday urban life and complemented by high standards of civic upkeep. The master-plan of Brigade Gateway has been conceptualised by H.O.K., New York—also the architects of Orion Mall.

The enclave will take form around a central, man-made lake. Surrounding it will be luxury apartments, set amidst gardens and courtyards; the exclusive Galaxy club; the 5-star Sheraton Bangalore hotel; North Star office tower—Bangalore's tallest building; the Columbia Asia Hospital; The Brigade School and of course, Orion Mall.

Landscaped gardens, pedestrian paths and avenues will separate different sections of the enclave from each other. Aerial walkways will connect the hotel to the mall. Wide, median-split roads will ensure the smooth flow of internal traffic.

## ...that is taking shape rapidly

Brigade Gateway is now taking shape with construction of the entire enclave in rapid progress.



In addition, Brigade Gateway itself provides a captive catchment!

Brigade Gateway will form a ready catchment area for Orion Mall. If you were to convert the facilities in the enclave into potential footfalls, this is what you would get:

Facility	Potential consumers per day
1,200+ apartments.....	5,000 people (Residents / visitors)
School: 2,000+ students.....	2,000 people (Students / parents / staff)
North Star: 1 million sft office space.....	12,000 people (Staff / visitors / clients)
Sheraton Bangalore Hotel.....	1,000 people (Guests / visitors / staff)
250-bed Columbia Asia Hospital.....	1,000 people (Visitors / staff)
PVR with 11 screens.....	10,000 people (Cinema-goers)

These are the estimated catchment possibilities within the immediate neighbourhood of Brigade Gateway and the potential is expected to build up progressively.



Brigade Gateway's beautiful central lake will add a unique dimension to the Orion Mall experience. Visitors to the mall will enjoy lakeside views from several locations—the outdoor pedestrian plaza, the large open-air amphitheatre and the proposed lakeside cafés.





## Distinguishing design features

- Five-storey high electronic and illuminated displays on mall façade
- A 4-storey atrium (28 m high)
- A beautiful pedestrian plaza to offer picturesque lakeside views
- A 10 m wide Grand Staircase from the ground floor to plaza level

## Enhanced customer experience

- Floor plans designed to draw consumers from one area / level to the next
- Landscaping across all levels, with plenty of indoor and outdoor seating
- Water features to create a beautiful, seamless feel

## Extensive parking

- Two-level basement car park for approx. 1,500 cars
- Adjacent 9-level enclave car park to accommodate 2,200 cars, easing weekend and holiday traffic

## Easy flow and movement

- **Entrance:** Two ground floors, to provide a double opportunity for footfalls
  - Ground Floor 1 entrance from the drop-off zone at Dr Rajkumar Road
  - Ground Floor 2 (pedestrian plaza) entrance from the lakeside
- **Lifts:** 4 glass customer lifts, 9 service lifts
- **Escalators:** 3 sets at each level (including basement)
- **Disabled-friendly:** Ramps, disabled parking and restrooms for physically challenged people

the  
mall  
experience



A VIEW OF THE PROPOSED LAKESIDE CAFÉS

ARTIST'S IMPRESSION





*the shopping experience*

## National and international brands

Leading brands (Landmark, Star India Bazaar, Westside and PVR Cinemas) have been finalised as anchors and will attract a steady stream of customers. Specialty outlets—reflecting an excellent combination of international, national and local brands across a range of general, specialised and niche-product lines—will become a further draw.

### Retail facilities available

- Anchor stores
- Department and mini-anchor stores
- Vanilla stores
- Kiosks



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## From fast food to fine dining...

Orion Mall's food court, restaurants and cafés will offer variety: in cuisines, style of outlets and types of service. The proposed lakeside cafés are expected to be a special attraction.

- Large multi-cuisine food court with up to 20 counters. Will feature indoor and outdoor seating for approximately 750 people
- Up to 4 specialty restaurants
- Proposed lakeside cafés



*the*  
**dining**  
*experience*





*the*  
entertainment  
*experience*

## India's largest multiplex.\* Plays, events and exhibitions too!

The entertainment facilities at Orion Mall will translate into a constant flow of people...who will come to the mall for a movie, a show or an event, and also to shop or dine at Orion in the course of their visit.

### Events, entertainment and the multiplex

- Amphitheatre, located at the plaza level. Will seat up to 1,000 people.
- Exhibition area on the 3rd floor. Could also serve as an ideal place for on-site interactive marketing, where people could touch / taste / try / learn about new products or services.
- Event space at ground floor lobby area
- Children's gaming area
- 11-screen multiplex managed by PVR Cinemas, with around 3,000 seats

\*In terms of seating capacity



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## Excellent back-end infrastructure and facilities

It will be as enjoyable running a business from Orion Mall as it will being a consumer at the mall. Furthermore, the mall will provide an excellent professional environment, with exclusive staff areas and facilities. Everything from administration to housekeeping to security will be handled with corporate-level efficiency.

### Staff facilities

- Staff lounge and restrooms
- Drivers' lounge
- Cafeteria

### Stocking and loading facilities

- 24-hour loading facility for maximum operational flexibility
- Dedicated service corridor access to all shops from rear, to enable quicker and easier stocking of goods



## Mall Management

At Orion, mall management will be a professional business commitment and culture.

Mall maintenance, facility management, updations and retailer promotions will be carried out on a continuous basis.

All of which will ensure that Orion will continue to attract the maximum number of footfalls and provide the highest quality of service to its vast and discerning clientele, in the years to come.

*the*  
**retailer**  
*experience*



# Operating from Orion Mall: Business is a pleasure

Any way you look at it, you can be sure that Orion Mall will draw more people, more often, for longer periods of time. So your relationship with Orion will not only be a very enjoyable one, but also a very successful one.

If you share the same vision as we do and would like to nurture your business with the same professionalism, efficiency and customer-focused approach that drives us, do get in touch. We would like you to become a part of this new and exciting retail experience.



# Developed and promoted by Brigade Group

Established in 1986, Brigade Group is a Bangalore-headquartered, 500+ people organisation with a proven record in property development, property management services, hospitality and education.

It was the first in South India to receive an ISO 9001-2000 certification. The organisation has over 100 completed build-ings to its credit and many others in various stages of execu-

tion. Brigade Gateway and Orion Mall are being developed and promoted by Brigade Group.

As an extension of its corporate philosophy of providing "a better quality of life", Brigade Group has undertaken several initiatives towards corporate citizenship. It has also set up the Brigade Foundation, a not-for-profit charitable trust, to meet the educational needs of a range of people.



*For a better quality of life*

- APARTMENTS | VILLAS | ENCLAVES
- SOFTWARE FACILITIES | OFFICES
- MALLS & MULTIPLEX | SERVICED RESIDENCES
- CLUBS | HOTELS | RESORTS & SPAS
- CONVENTION CENTRE | HOSPITAL | SCHOOLS



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Orion Mall @ Brigade Gateway  
Dr Rajkumar Road, Malleswaram West, Bangalore 560 055  
Ph: **+91-80-4180 8800**



*For a better quality of life,  
upgrade to Brigade*

Corp. Offices: Brigade Enterprises Pvt. Ltd, Hulkul Brigade Centre, 82, Lavelle Road (next to B'lore Club), Bangalore 560001  
Ph: **+91-80-4137 9200** Fax: **+91-80-4137 9320** [commercial@brigadegroup.com](mailto:commercial@brigadegroup.com) [brigadegroup.com](http://brigadegroup.com)