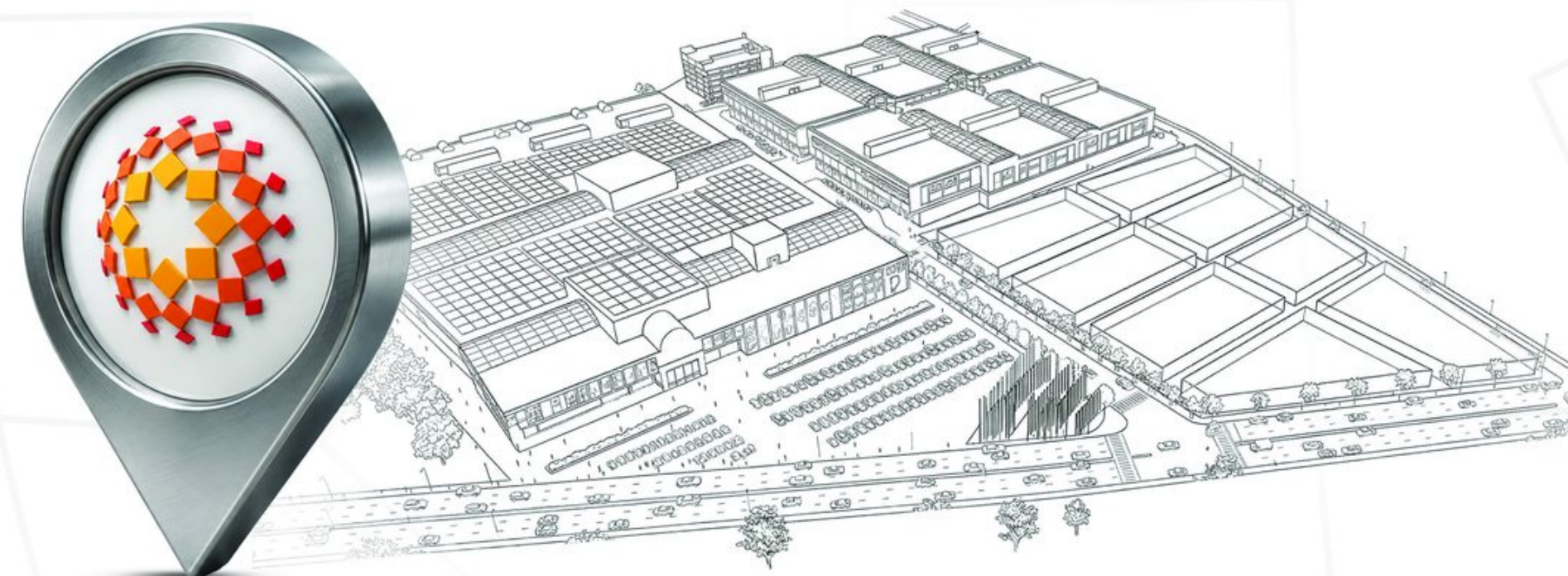


BIG BRANDS NEED, BIGGER ADDRESSES.

THE TOWN JUNCTION (BY KOTHARI GROUP):
Nagpur's First Planned High-Street Style Retail & Wholesale Landmark.



120 YEARS OF TRUST.
A LIFETIME OF EXCELLENCE.

Partner with a
12-decade institution that has
served over 20 Lakh happy
families.

THE VISION:
Moving from a heritage of "**Pure & Timeless**" jewellery into
a growth-driven retail ecosystem designed to solve the
infrastructure crisis of traditional markets.



MOVING BEYOND THE CHAOS OF YESTERDAY.

The Current State:

Unorganized markets, standalone buildings lacking cohesion, and severe logistical gridlock.

The "WANT":

A planned high-street format with destination-style retail and best-in-class amenities.



REGIONAL DOMINANCE – THE 200KM TRADE CORRIDOR

Total Accessible Population:

25–30 million residents within the 200km influence radius.

The "Zero Mile" Convergence:

Situated at the intersecting point of NH-44, NH-53, and NH-47, making it the primary trade hub for three states:

MAHARASHTRA:

Nagpur, Amravati, Akola, Yavatmal.

CHHATTISGARH:

Raipur, Bhilai, Durg.

MADHYA PRADESH:

Jabalpur, Chhindwara, Seoni.

Strategic Draw:

Families and traders from satellite cities like Amravati (650K population) and Gondia (450K population) travel to Nagpur for their primary shopping needs; KKBP is their first touchpoint on entry.

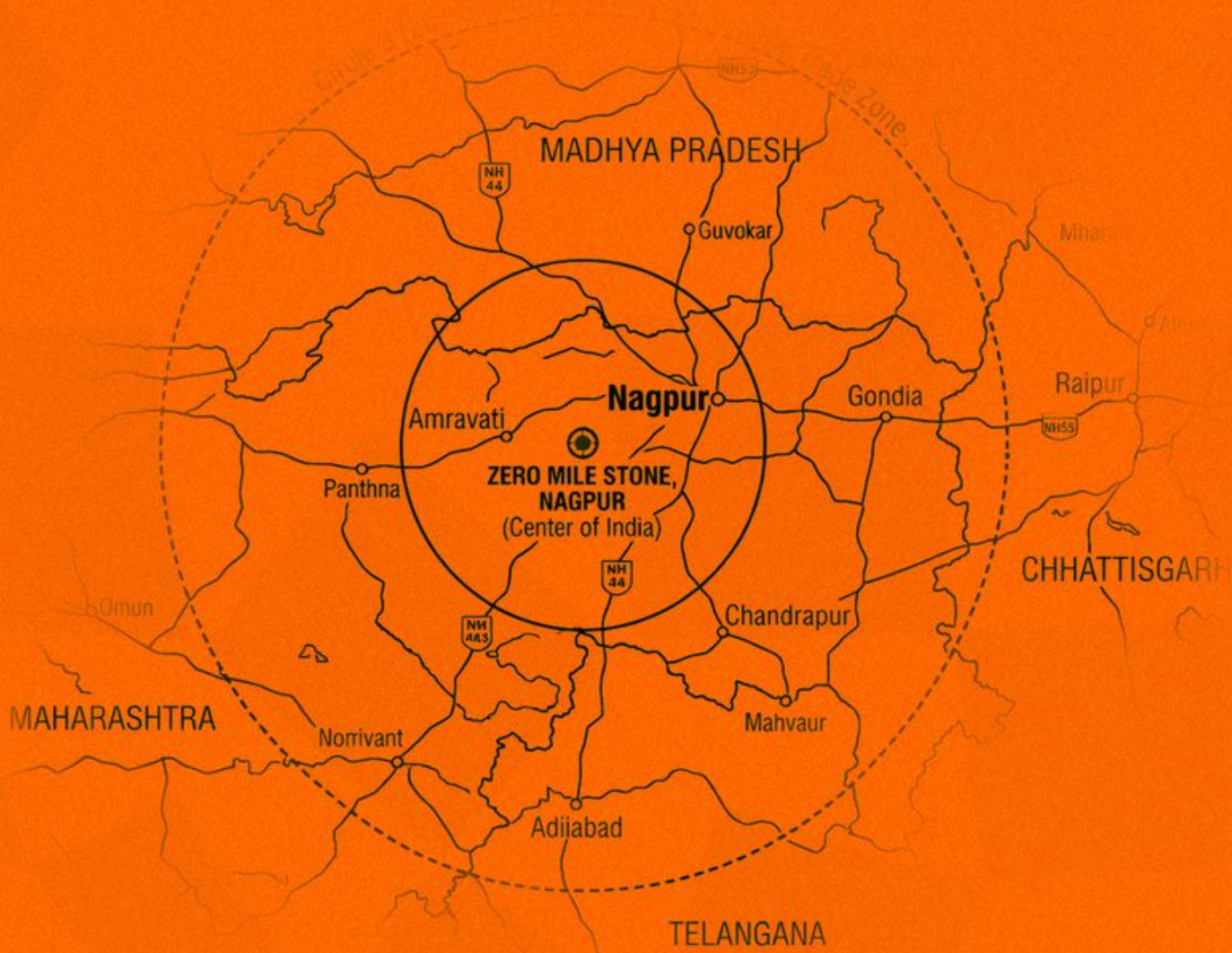


THE 200 KM POWER RADIUS

0–30 KM Primary Catchment in Nagpur.	50–150 KM Secondary Vidarbha Belt.	200 KM+ Tertiary Multi-State Trade Zone.
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The Potential: A massive 25–30 million addressable population within this influence radius.

Location:
Pili Nadi Metro Station, Automotive Square, Kamptee Road, Nagpur.



PRIMARY CATCHMENT ANALYSIS (0–30 KM)

The Core Demographic:
3.17 million residents in Nagpur city.

Urbanization:
Growth CAGR of 8.41% (till 2035) with a median consumer age of 28.

The Consumption Gap:
* 85% of fashion purchases in this segment remain offline due to a lack of local organized options.
● **Industrial Advantage:** Directly serves 30,000+ daily workers of Uppalwadi & NIT Industrial Estates.

The "White Space":
Zero direct competition. No value-fashion anchor or branded multiplex exists in the entire Kamptee Road–Uppalwadi corridor.

REGIONAL RETAIL MARKET EXPANSION (SECONDARY & TERTIARY)

The Secondary Market (50–150 km):

* 12 Million+ population across the Vidarbha Urban Belt.

- **Key Contributing Hubs:** Amravati (650K), Gondia (450K), Wardha (350K), and Chandrapur (320K).
- **Strategic Draw:** These consumers already travel to Nagpur for weekend trade; KKBP will be the first branded touchpoint on their entry corridor.

The Tertiary Market (200 km+): Multi-State Reach: Strategically captures trade from Chhattisgarh (Raipur, Bhilai, Durg) and Madhya Pradesh (Jabalpur, Chhindwara, Seoni).

- **Convergence Hub:** Where NH-44, NH-53, and NH-47 meet, providing unrivaled distribution efficiency.





STRATEGIC CONNECTIVITY & ACCESSIBILITY



Easy Metro Access:

Direct integration with the Orange Line (Automotive Square & Pili Nadi Stations).



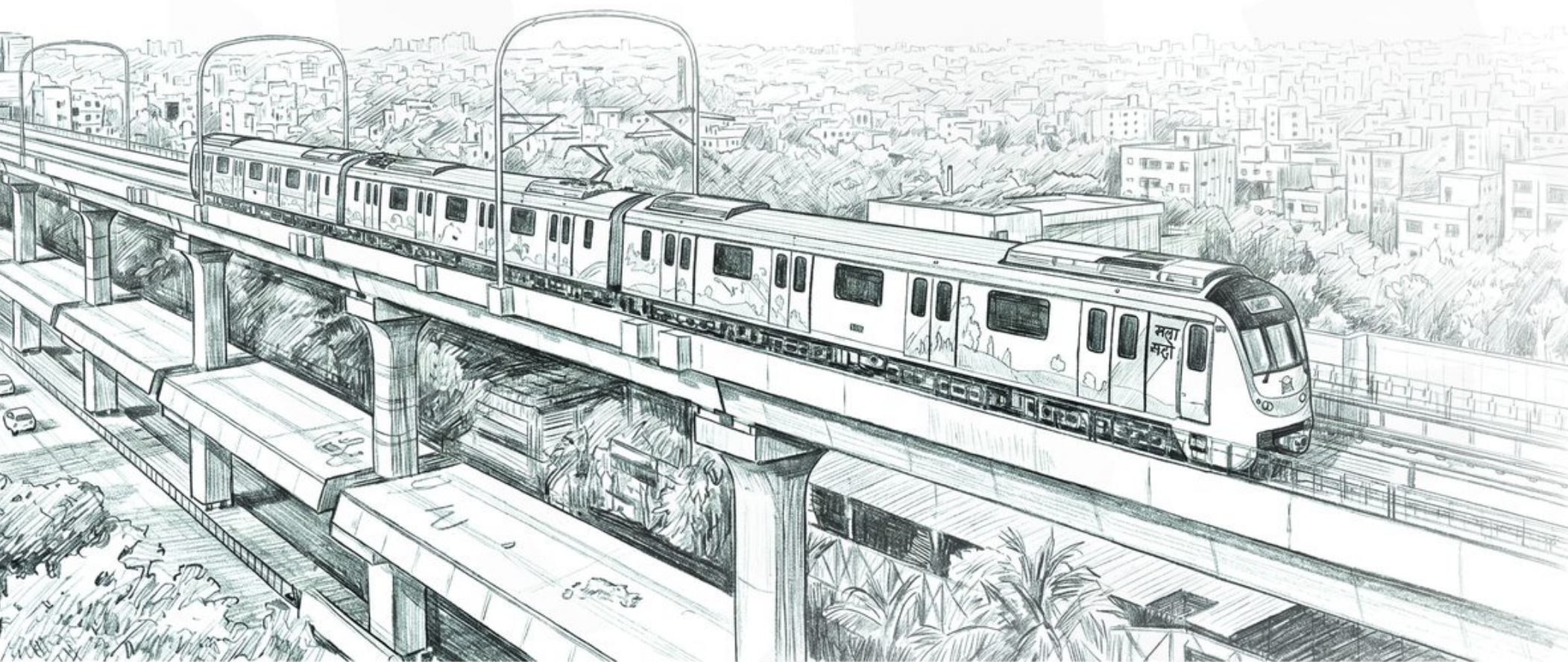
Drive Times:

Only 7 minutes from the city center (LIC Square) via the newly developed flyover.



Retail Gateway:

Situated on Kamptee Road-the arterial entry point for all traffic from Northern and Eastern India.



NOT JUST A MALL. A DESTINATION.

- Unique Format:** Combines the structured planning of a premiere mall with the organic flow of a high-street district.
- Layout:** 18-meter-wide central thoroughfare (52 ft) connected to high-street like frontage for maximum store merchandise visibility.
- Zoning:** Built and customised as per retail partner requirements: G+1 for Value Retail & Fast Fashion, 2nd floor for B2B/Bridal wear / Wedding & Ethnic Fashion , and 3rd floor for Distribution & Logistics.





ENGINEERED TO PROVIDE PREMIUM EXPERIENCES.

IN-STORE CONNECTIVITY & ACCESS:

Every multi-storey unit is to be equipped with dedicated internal elevators and staircases for seamless vertical movement between showroom and storage.

ARRIVAL EXPERIENCE:

A grand double-height atrium entry designed for landmark brand recall.

CLIMATE-RESPONSIVE DESIGN:

Shaded pathways, covered terraces, and well-ventilated common areas ensure customer comfort even in peak Nagpur summers.

CORE FACILITIES:

Essential amenities including restrooms and support services integrated into every block.



BUILT FOR TRADING FROM DAY-ONE.



SEPARATE UNLOADING ZONES:

Goods delivery is entirely independent of customer flow, ensuring zero disruption to trading and store visibility.



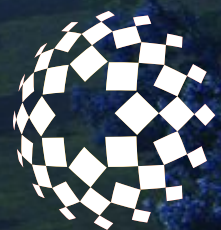
SERVICE MOVEMENT CORRIDORS:

Staff and goods move through dedicated access routes that are independent of customer flow areas.



PARKING POWER:

600+ car spaces and 2,000+ two-wheeler spaces including a dedicated multi-level park for retail personnel.



**THE
TOWN
JUNCTION**
BY KARAN KOTHARI GROUP



GAME ON, NAGPUR

The Town Junction is being built for the hours people spend together, not simply the minutes they spend shopping.

Anchored by a **25,000 sq. ft. Indoor Entertainment Destination**, the third-floor leisure zone introduces gaming, virtual experiences, active play and social entertainment into the heart of the development, creating a powerful reason for families and younger audiences to visit repeatedly.



BUILT FOR EVERY KIND OF PLAY

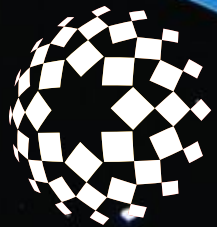
- **ARCADE & DIGITAL GAMING:**
High-energy games and interactive formats for casual and repeat visitors.
- **VIRTUAL REALITY:**
Immersive VR experiences and simulators that bring next-generation entertainment to the destination.
- **ACTIVE ENTERTAINMENT:**
Adventure activities and physical play designed to broaden the experience beyond conventional gaming.
- **SOCIAL GAMING:**
Bowling, billiards and interactive sports formats that turn gaming into a group experience.
- **KIDS & FAMILY PLAY:** Dedicated formats for younger children, making the entertainment mix relevant across age groups.
- **CELEBRATIONS & GROUPS:** Spaces designed to support birthdays, gatherings and entertainment-led occasions.

THE ENTERTAINMENT ADVANTAGE

A reason to come. A reason to stay. A reason to come back.

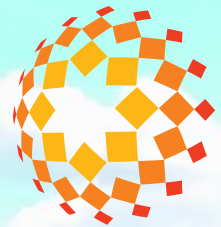
Gaming creates a different kind of retail traffic: repeat-led, experience-driven and naturally connected to food, cinema and shopping. Together, these uses turn The Town Junction into a true day-to-night destination for Nagpur and the wider Kamptee Road trade corridor.





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A BIGGER APPETITE DESERVES A BIGGER DESTINATION.

At The Town Junction, dining is designed to be more than an add-on to shopping. Located within the third-floor leisure and entertainment destination, the food court brings together a curated mix of 10 food and dining brands, giving visitors more reasons to arrive, stay longer and return more often.

From quick bites and familiar favourites to café experiences and sit-down dining, the mix is planned to serve families, shoppers, professionals and entertainment-led visitors throughout the day.

DESIGNED AROUND CHOICE & CONVENIENCE

- **ARCADE & DIGITAL GAMING:** High-energy games and interactive formats for casual and repeat visitors.
- **CURATED F&B MIX:** A diverse combination of food-court concepts and dining brands designed for broad regional appeal.
- **SHARED SOCIAL SEATING:** Comfortable communal seating that works for families, groups, quick meals and longer catch-ups.
- **ENTERTAINMENT-LED LOCATION:** Positioned alongside cinema and gaming to naturally extend visitor dwell time.
- **DAY-TO-EVENING DEMAND:** Built to serve lunch, shopping breaks, after-work visits, family outings and evening entertainment.
- **MULTIPLE VISIT OCCASIONS:** From a quick coffee to dinner after a movie, dining becomes part of every Town Junction visit.



BIG-SCREEN ENTERTAINMENT. BUILT INTO THE DESTINATION.

At The Town Junction, cinema becomes part of a larger leisure experience rather than a standalone visit. Located within the third-floor entertainment destination, the Miniplex adds a strong movie-going experience to the mix of dining, gaming and retail, creating another reason for families, couples, groups and young audiences to spend more time at the destination. From planned movie outings and weekend entertainment to spontaneous shows during a shopping trip, the Miniplex helps turn every visit into a fuller day out.

DESIGNED FOR THE COMPLETE MOVIE EXPERIENCE

Arcade & Digital Gaming: High-energy games and interactive formats for casual and repeat visitors.

- **CONTEMPORARY CINEMA EXPERIENCE:** A modern movie-going environment planned around comfort, convenience and quality entertainment.
- **CURATED MOVIE PROGRAMMING:** A mix of mainstream cinema, regional releases and popular entertainment suited to varied audiences.
- **COMFORT-LED VIEWING:** Thoughtfully planned auditoriums designed to make every screening relaxed and enjoyable.
- **CONNECTED TO DINING & GAMING:** Located within the leisure zone, allowing visitors to combine movies with food, gaming and shopping.
- **MULTIPLE VISIT OCCASIONS:** Perfect for family outings, weekend plans, date nights, group visits and spontaneous entertainment.
- **DAY-TO-NIGHT ACTIVATION:** Movie schedules help sustain visitor movement through afternoons, evenings and weekends.
- **MORE THAN A MOVIE:** Watch something. Eat something. Play something. Stay longer.

Cinema brings predictable, repeat-led footfall into a retail destination. Every new release creates another reason to visit, while every screening connects naturally with dining, gaming and shopping before or after the movie.

At The Town Junction, the Miniplex becomes an important part of a larger entertainment ecosystem, helping create a destination where a movie is not the entire plan.

It is simply where the plan begins.





PLAN
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