



Century 21 Infrastructure Ltd.

**BHOPAL**

# BHOPAL CITY



An ISO 9001:2000 Certified Company



*Bhopal the most sought after retail destination in Central India.*





## brand new retail destination....

Welcome to BHOPAL, a city that combines scenic beauty with urban living and charmingly displays the rich historical heritage, finely woven with the threads of modernity. Existing side by side is the old city with its crowded marketplaces, mosques (Taj-ul-Masjid, the largest) and places bearing the aristocratic imprint of its former rulers including the powerful Begunns who ruled Bhopal from 1819 to 1926.

The prime focus of organised development taking place in Bhopal, has made NH-12, Hoshangabad road, the hub of all residential and commercial activities. With Indian organised retail expected to grow at the rate of 25-30%, the action has shifted to 'tier II' cities, such as Bhopal and Indore.

Bhopal is fast becoming center of attention for retailing giants across the country. Thanks to its rich cultural heritage, boom in industrial and educational sectors.

Over 20 technical and medical colleges. AIIMS to open soon.

Mandideep towards the south of Bhopal, houses most of the heavy and small scale industries like NOLSAR (bicycle tyres industry), Godrej etc.

BHEL (Bharat Heavy Electrical Ltd.) and its ancillaries head's the table for industries.

Regional and zonal headquarter of most of the government and private owned banks, MNCs and Insurance companies.

Key IT players and the private sectors want to start up operations here.





# OVERVIEW



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*C21 is all about a large gamut of brands, style and shopping experience.*

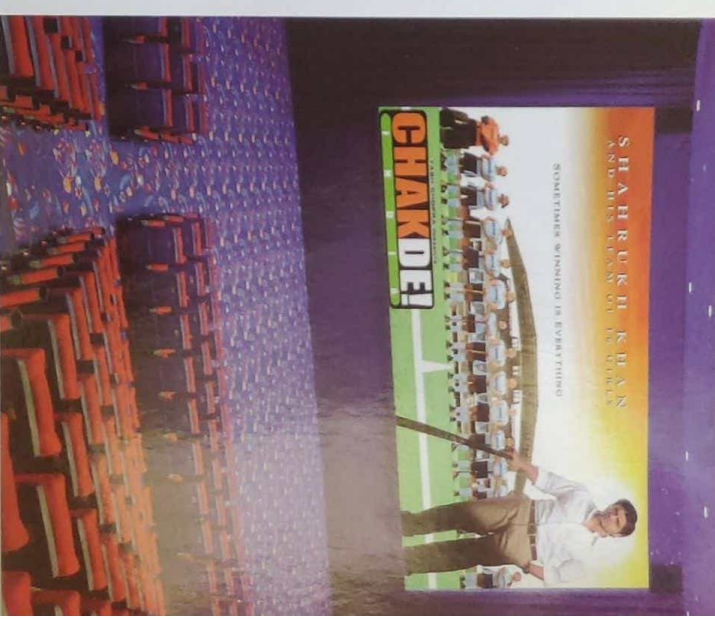




## a brand new experience...

C21 is the only place to offer organised retails in Bhopal, presenting a brand new experience, attracting people of Bhopal and nearby places. It offers customised spaces for:

- Shopping
- Recreational spots
- Multiplex
- Food court
- Entertainment zone
- Discotheque & Pub











## a marvellous intend...

Big frontage of 440 ft.

Large floor plate of 1.65 Lakh Sq. ft.

Multi level car parking to accommodate 1000 cars

Valet parking facility

Centrally air-conditioned

High-tech, round the clock security

Facilities/mall management by professional agencies

Escalator and glass capsule lifts

100% power back up

Wi-Fi enabled mall

Sophisticated fire-detection and fire-fighting system

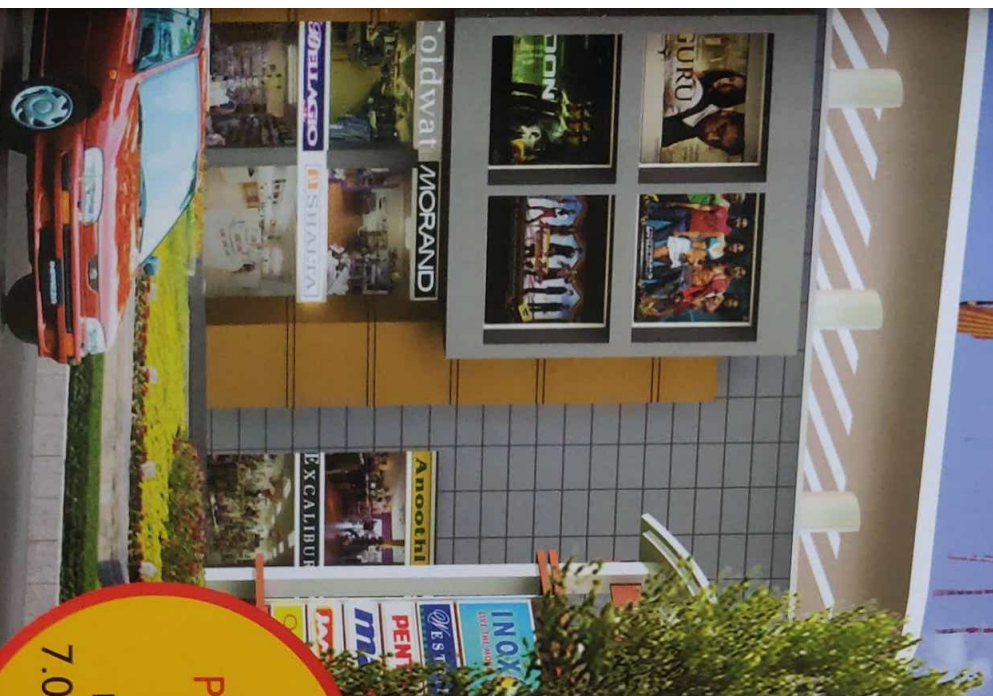
Designed by renowned architects, Gian P. Mathur & Associates

Concept by D.B.A. Architect (Singapore)

Vaastu Consultant, S.K. Garg & Co.

# ARCHITECTURE

**BIGGEST  
PROJECT IN  
BHOPAL**  
Built up area of  
**7.05 Lakh Sq. Ft.**





**THE ATRIUM**







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## **a dazzling preview of glamorous ambience...**

C21 will pride over its grand and inspiring Atrium

Every showroom faces atrium for maximum visibility

Smooth movement due to spacious corridors

Gainful sprawling of customer specific product-mix

Tactical location of shops and stores

Striking fascia and bright signage

Uniquely designed to maximize the brand awareness

Thoughtful mixing of products to enhance consumer flow

Built to cater to the elite as well as the middle class segment





# HYPER MARKET



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*Hyper market ensuring availability of  
daily living & lifestyle products.*





## **inherent tryst with shopping...**

A hyper market today forms an integral part of shopping mall.

Vast variety, great bargains and the convenience attracts huge catchment population, increasing footfalls in the entire complex.

From groceries, kitchenware, electronics, to furnishings, stationery, toys..., the hypermarket at C21 is destined to be a star attraction.





# BRANDS



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*Access to national and international brands under single roof.*





## a brand new lifestyle...

With international brands catering to different lifestyle products like apparels, accessories, household products, furnishings etc., one can think of reviving one's fashion, interior & style with national blend and international touch.

Tap your feet with the latest in apparels, accessories & jewellery, home decor, clothing & fashion wear.

### Bhopal Brands :

ESTSIDE	INOX	globus	max	RITU WEARS	Odyssey	Jammin	adidas	Allen Solly	ARCHIES	BELMONT
CANTABIL	Cranfield House	cykoss	DOCKERS	FO	HOFFMEN	KOUTONS	Levi's	Liliput	Scenic Style	Monclade
NUMEROUS	Pink Avenue	PARX	INTERMAD	RAYMOND	Raj. Raj. Fashion	IBANS	TIMEX	TOURISTER	TV COON	UNITED GROUP OF INSTITUTION
VAN HEUSEN	WELSPUN	WOODS	ZEEBA	ZODIAC	freelook	PSV	PSV	PSV	PSV	& Many More...



# ENTERTAINMENT ZONE



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*C21 will give entertainment a new dimension.*





## brand new ways of entertainment...

Magnanimous 5 screen multiplex (Seating capacity 1500-INOX), the only one of its kind in Bhopal, shall be an absolute feast for the film enthusiasts.

Besides, C21 will offer:

The biggest play zone & entertainment arena in the city.

Video games, bowling alley ...

and host of gadgets and gizmos will redefine the concept of complete family entertainment.

The mall will also host a dedicated kids zone.





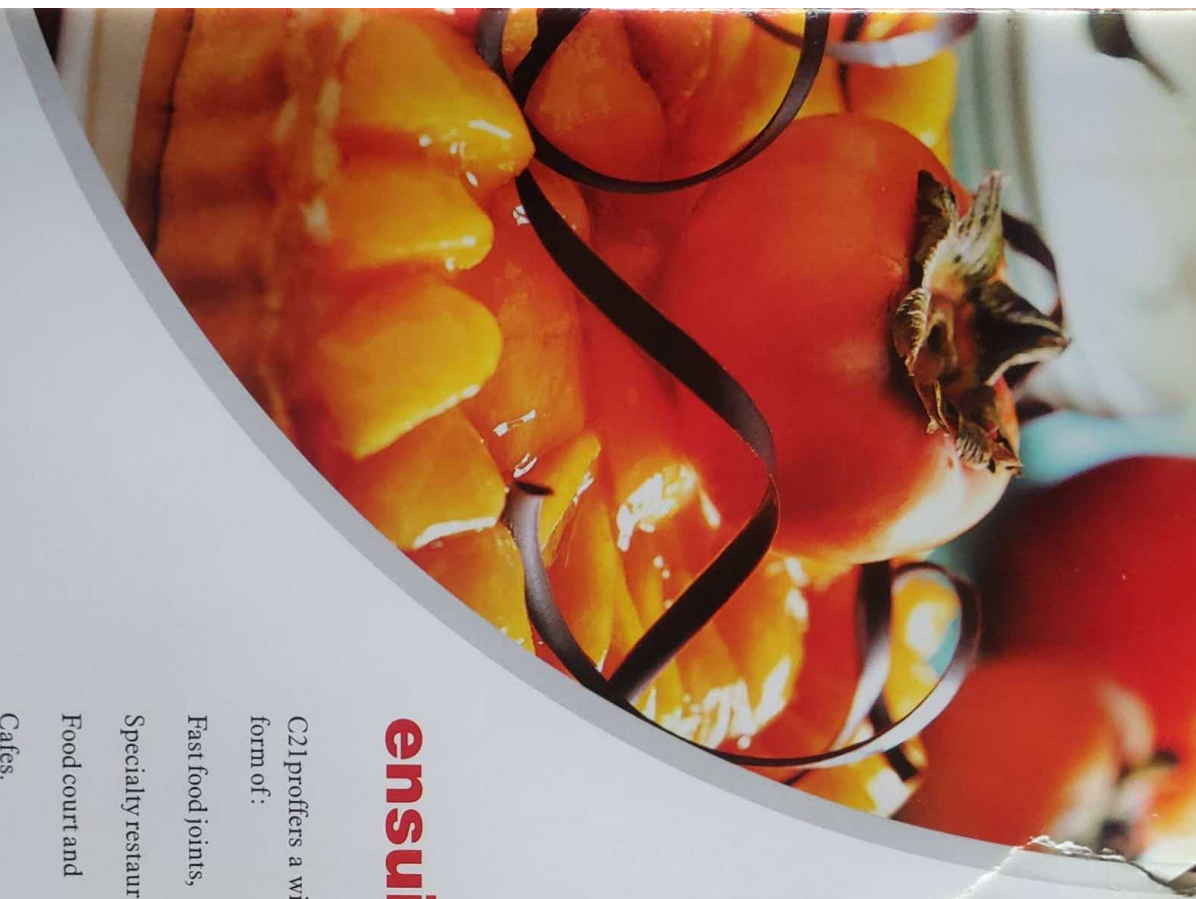
# FOOD COURT



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*A hangout place for family, friends,  
couples, business partners.*





## ensuing a succulent tradition...

C2I proffers a wide range of eating options in the form of:

Fast food joints,

Specialty restaurants,

Food court and

Cafes.

Delicious and mouth watering food options would be around you all the time to provide you much needed energy and inspiration for a dynamic shopping spree. Be it a quick snack bite or a lavish lunch or a specialty cuisine...all would be offered at a snap of a finger.





# DISCO & PUB



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*C21 is not only your shopping or  
entertainment destination but  
the new chill out zone.*





## **a regal reverie becoming true...**

With discotheques and pubs, C21 will give entertainment a new dimension.

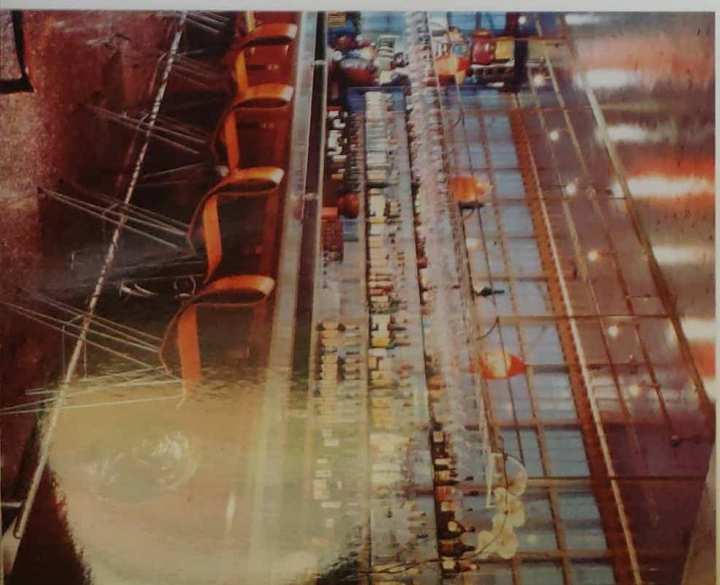
No weekend blues

Single destination for your official and unofficial parties

More Choices than one can dream

Entertainment platter full of fun and festivity

This peerless mall doesn't want you to just shop, it also wants you to have a rocking time right there...amidst all the proffered galore.







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The mall is situated on Hoshangabad Road  
(facing 200 feet road)

1.8 kms. from Paras Hermitage

3 kms. from the University Campus

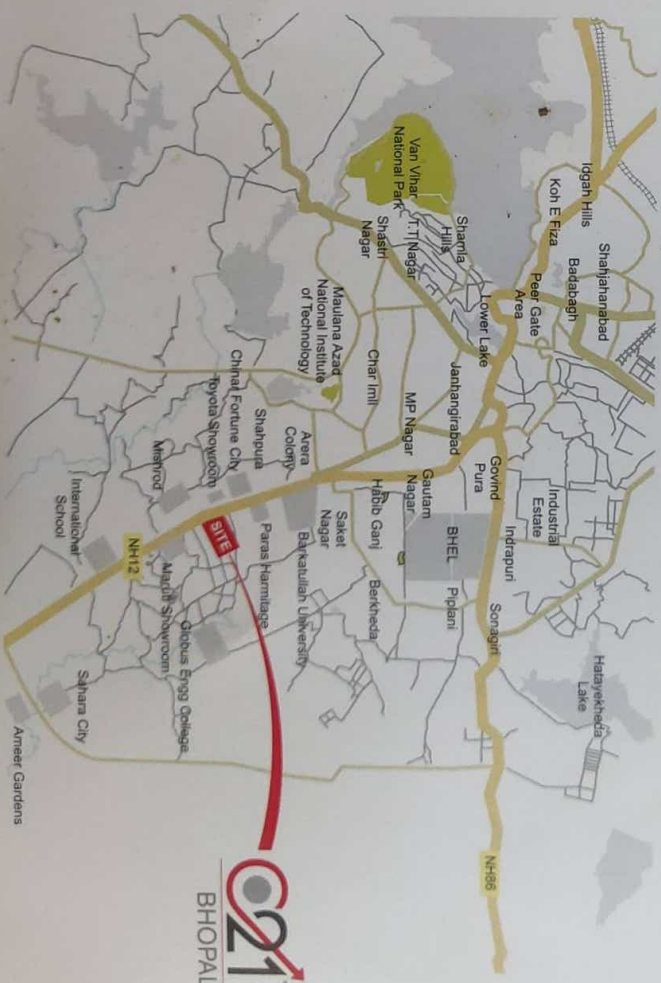
5 kms. from Arera Colony

6 kms. from the Railway Station

**easy approach and accessibility...**



**PRIME LOCATION**





# SPECIFICATIONS



## TYPE OF CONSTRUCTION

Load bearing RCC framed structure (Earthquake resistant)  
Designed for seismic consideration.



## HVAC SYSTEM / AIR-CONDITIONING

Integrated with lighting, DG and fire alarm. Centrally air-conditioned climate control system with International quality FCU's, AHU's, energy efficient chiller, water cooled system, pumps, cooling towers and exhaust fans.



## EXTERIOR FINISH PERMANENT

Finish including stone cladding, composite aluminum sheets, reflective glass curtain wall and texture paint finishes. A transparent design with a glazed glass facade providing visibility to most of the shops.



## FIRE FIGHTING AND DETECTION SYSTEMS

Shutdown of HVAC system in case of fire with an automatic smoke extraction in case of fire, fire alarm system, wet riser provided, yard hydrant provided, fire extinguishers, automatic sprinkler system, break glass unit and alarms, water storage tanks in the basement and on terrace.



## INTERNAL FINISH

POP/ gypsum board false ceiling/armstrong tiles/ aluminum ceiling in public places. Stone/vitrified tile/stainless steel/ textured paint. Covering on the walls in common spaces plastered and DD painted walls in shops.



## ELECTRICAL SYSTEM

Uninterrupted power supply with 100% power back-up. DG sets of international standards. Electrical wiring upto outlet and separate metering for all shops.



## DOORS, WINDOWS AND FLOORING

Glass glazing for show windows.  
Polished granite/vitrified tiles in common areas to create a lasting effect.



## LIGHTING

Facade lighting, street lighting, advertisement and glow signage, designed internal lighting, compact fluorescent fixtures, task lighting, energy efficient lamps, effect lighting with color change in Atrium/multiplex lobby etc.



## PLUMBING AND TOILETS

Vitrified /ceramic tile flooring/walls, sanitary/chinaware in light colored shades of standard make. High quality CP fitting and accessories infrared operated electrical hand dryers and flushing system to be provided. Wall hung WC with concealed water saving flush valve, water treatment systems, storage tanks for raw and treated water, soil waste and vent pipes, grease traps for kitchens. Rain water harvesting.



## COMMON FACILITIES

Reception and control desk with professional mall management, common toilets on each floor, modern high class lifts, escalators, piped music in all public areas, pager facility, public address system. Parking in the double basement connected through lifts, escalators and elevators.



## VENTILATION

Mechanized in the basement parking ventilated through centrifugal fans as per National Building Code.



## SECURITY SYSTEM

CCTV system and other hi-tech controls. Round the clock manned security.





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▲ C21, Indore

## vision with a mission...

C21 group comprises of various business houses, promoters and other group companies, bonded together to start a new era in retail sector with shopping malls in different parts of India. Their experience and interest in retail, wholesale & International trading gives them the edge when it comes to the current market scenario.

**Work philosophy :** Hands on approach at every level and dissemination of information & feedback.

**Vision :** To create every inch of millions of sq. ft. as value, style & entertainment proposition for our associates & their customers.

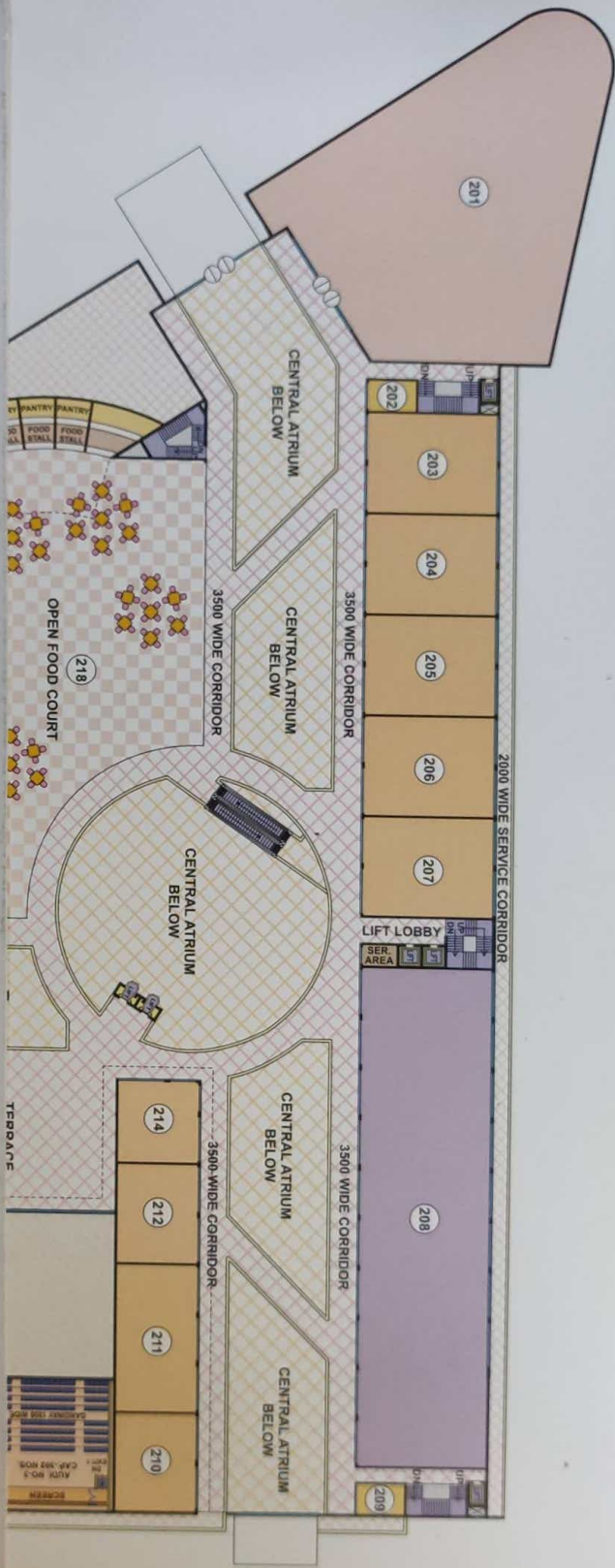
**Mission :** To build state of the art structures without compromising on art, technology & value.



▲ Atrium of C21, Indore



# SECOND FLOOR



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# SECOND FLOOR

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# THIRD FLOOR



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PLAN



# LOWER GROUND



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# PLAN



# FIRST FLOOR



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PLAN



## Brands With Us :




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### Corporate Office

GF - 5, Chitrangeev Tower,  
Nehru Place,  
New Delhi - 110019, India.  
Tel. : 011 4176820/21/22  
Mobile : 99100 02529 / 30  
Fax : 91 11 41716825

### Site Office (Bhopal)

C21 Mall, Bhopal  
Hoshangabad Road, Misroad  
Bhopal (M.P.)  
Tel. : 9755031033 / 34

### Indore Office

Plot No. 300 to 303, PU-4,  
Scheme 54, A.B. Road,  
Indore-452010 (M.P.)  
Tel. : 9755031031 / 32  
Fax : 91 731 4245858

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