



TREASURE ISLAND BHILAI

LESS
ISMORE



Operational / Upcoming Residential Townships in Bhilai

| Under Construction | Location | Total Area |
|-------------------------------------------------------------------------------|-----------------------------|------------|
| Talpuri International Colony by Chattisgarh Housing Board - 5000 houses | Sector 9 - Near MD Bungalow | 50 acres |



ENTERTAINMENT
WORLD DEVELOPERS
redefining real estate

STEEL Affluence

EXPECTED LAUNCH
June 2011.



About the City

Bhilai is the second largest city of Chhattisgarh, situated 30 km west of the state capital of Raipur, on the Mumbai-Howrah Railway line. Bhilai is famous for the Bhilai Steel Plant.

Bhilai is also known as an educational centre, with a large number of students going to the IITs. The Bhilai steel plant in the city is a major factor that has contributed to the growth of the city.

Population (Durg- Bhilai Nagar)
9,23,560
(Source: TCM Report, Feb 2007)



Current Retail Scenario

- There is a firm market for fashion and organised retailing at Bhilai-Durg. Brands such as Titan, Charlie, Koutons, Spykar and Nokia already exist here.
- The city has multi-brand stores stocking Park Avenue, Raymonds, Reebok, Peter England, etc.
- There are good shops in the sectoral markets of the Bhilai Steel Plant, but they specialise in the supply of items for daily needs.
- Major financial institutions like ICICI, HDFC, Bajaj Allianz, etc have operations here.

(Source: ICMR Report, August 2008)

City Potential

- The city has an ever-increasing population, due to large scale industrialisation.
- It is located just 30 km away from Raipur, the state capital.
- The commercial growth of the city has accelerated after Chhattisgarh was carved out of Madhya Pradesh.
- The city has always been seen as a leading educational centre and has produced brilliant students.

Retail : **372,748 sq. ft.**
Entertainment : **38,683 sq. ft.**
Food Court & F&B : **25,440 sq. ft.**
Hospitality : **58,864 sq. ft.**
Commercial : **50,667 sq. ft.**
Total GLA : **546,402 sq. ft.**

Catchments

Priyadarshini Nagar, Nehru Nagar, Surya Vihar, Surya Apartments, Surya Residency, M.P. Housing Board, Kohka, Deendayal Upadhyaya, Aavas Yojna, Smriti Nagar, Ashok Nagar, Sector 1-10, Padmnabhur, Raipur Naka and HUDCO.

