

# AHMEDABAD

*Cushman & Wakefield*

*Global Cities Retail Guide*

***Ahmedabad is the largest city in Gujarat and served as the former capital of the state. The population of the city stands at 7 million and the land mass spans 464 square kilometres. The city ranks 5th on the list of most populated cities of India.***

Traditionally, the retail industry in Ahmedabad has been driven by the main streets, typical of Indian cities. The old city still has a product-specific retail market. The city is dominated by the presence of a strong business community, which is the backbone of the state's economy.

Ahmedabad is divided by the Sabarmati River into two areas: East and West Ahmedabad. The eastern part constitutes the old walled city and industrial areas, as well as the upcoming location of Maninagar. The western part of Ahmedabad is mainly inhabited by the middle class and affluent population. This part of the city is the hub for major main street locations such as C.G. Road, Prahlad Nagar, S.G. Road and Ashram Road, and hosts many shopping centres, reflecting the city's adoption of modern retail trends.

Due to the high purchasing power parity and increasing brand consciousness of the globetrotting local business fraternity, the city has witnessed the entry of major retail brands in recent times. In terms of shopping centres, 'Ahmedabad One Mall' is the most prominent and successfully running of all the malls in the city.

'Ahmedabad One' plays host to brands such as Lifestyle, Shoppers Stop, Hamley's and GANT to name a few. Apart from Ahmedabad One, Gulmohar Park and Iscon Mega Mall are other mall's within the city. However, these malls are strata sold and hence the leasing and maintenance of these mall's have dwindled, resulting in a great deal of vacancy. Prominent national, multi-brand retailers such as Lifestyle, Hypercity, Shoppers Stop, Westside and international brands such as Hamley's, Tommy Hilfiger, Vero Moda, Swatch, Swarovski, Gant amongst others, have established their footprint in the city. Retail giant H&M has established their presence in this market as well.



## AHMEDABAD OVERVIEW

# AHMEDABAD

## KEY RETAIL STREETS & AREAS

### C.G ROAD

The costliest and most prime retail main street in Ahmedabad, C.G. Road is strategically located in the heart of the city, adjoining Ashram Road. It evolved to accommodate the demand of upcoming international and national retailers and has now emerged as one of the most prominent main streets. The road stretches from Stadium Circle up until Panchwati and boasts an eclectic mix of brands and local high-end stores. It is also a prime location for various jewellery and ethnic wear retailers. Some of the key retailers located on this road include Shoppers Stop, Tanishq, Titan, Peter England, Puma, AND, Wildcraft and W.

### S.G. ROAD

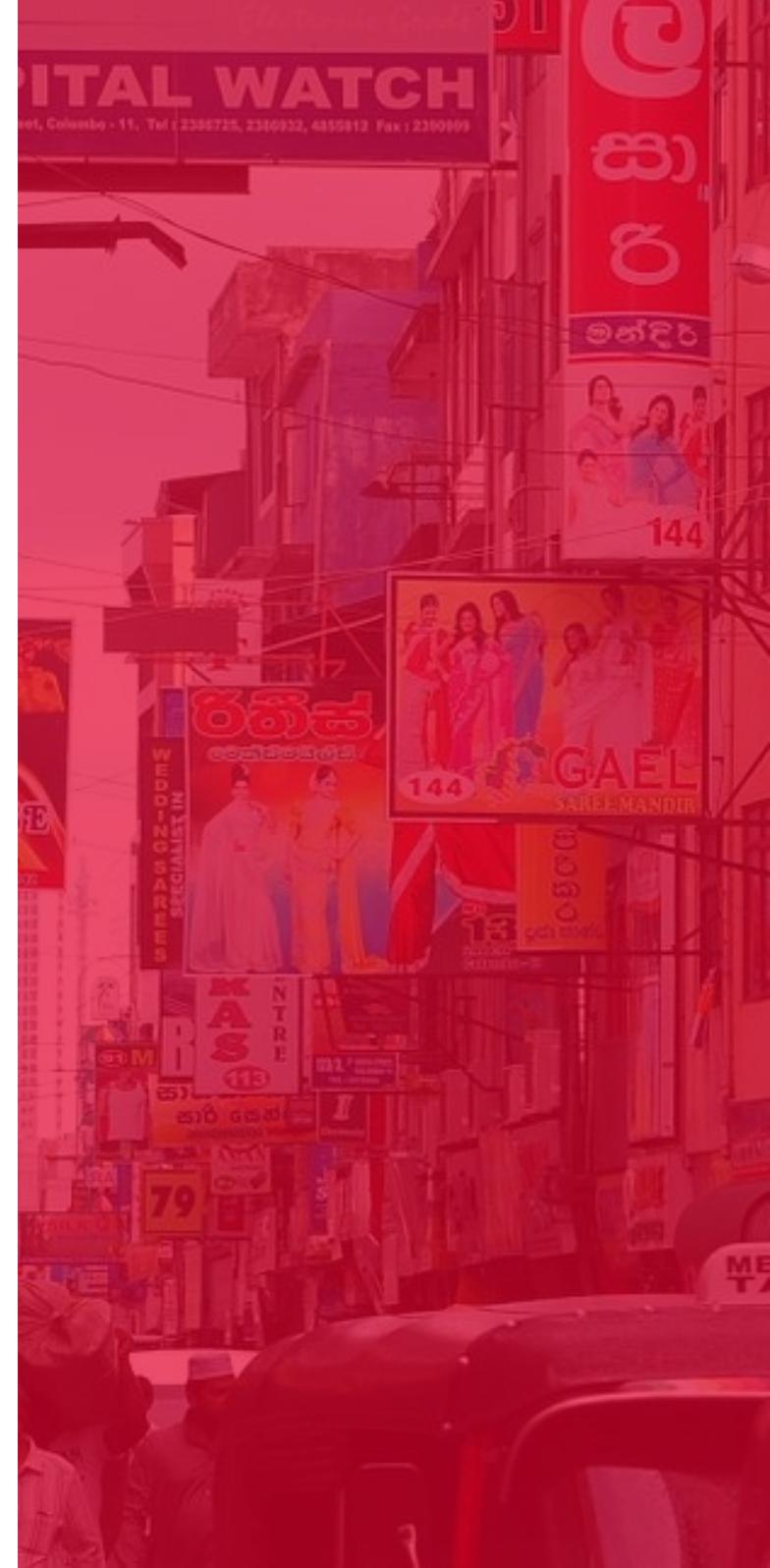
S.G. Road developed on the western periphery of Ahmedabad and connects the city with Gandhinagar. Primarily built to allow traffic to bypass the city of Ahmedabad, it now forms an integral part of the city with increased commercial and retail activity. There are a number of commercial complexes and shopping centres located here such as Iscon Mega Mall and Gulmohar Park Mall. This road caters to a variety of brands and products including restaurants, eateries and apparel retailers such as McDonald's, Little Italy, Uncle Sam's Pizza, Dominos, Atithi, Kora-Men's designer wear.

### PRAHLAD NAGAR

Located adjacent to S.G. Road, this area has shaped into a business district due to saturation in other parts of the city and a boom in the residential developments off S.G. Road. The rentals are low compared to S.G. Road along-with proximity to many multinational companies and large local businesses. This area has mainly caught the attention of several Food & Beverage (F&B) brands offering varied cuisines, with many restaurant chains opening outlets along the stretch. Key retailers operating at this location include Nike, UCB, Dominos, McDonald's, Ford, Pantaloons, Van Heusen, Peter England, KFC, Café Coffee Day, AND, etc.

### ASHRAM ROAD

The oldest main street location in Ahmedabad, Ashram Road was the busiest commercial destination of the city until a few years ago. It is the financial hub of the city and houses many old shopping complexes and government offices. However, the shopping centre culture has not yet reached this location. It continues to enjoy the distinction of being a premium main street. The street is witnessing a revival in interest from retailers due to the increasing redevelopment activities of upcoming commercial complexes and hotels. Ashram Road is a popular destination for jewellery and saree shopping with some of the most trusted local brands located here. Key retailers operating at this location include Bata, Vijay Sales, Samsung, etc.



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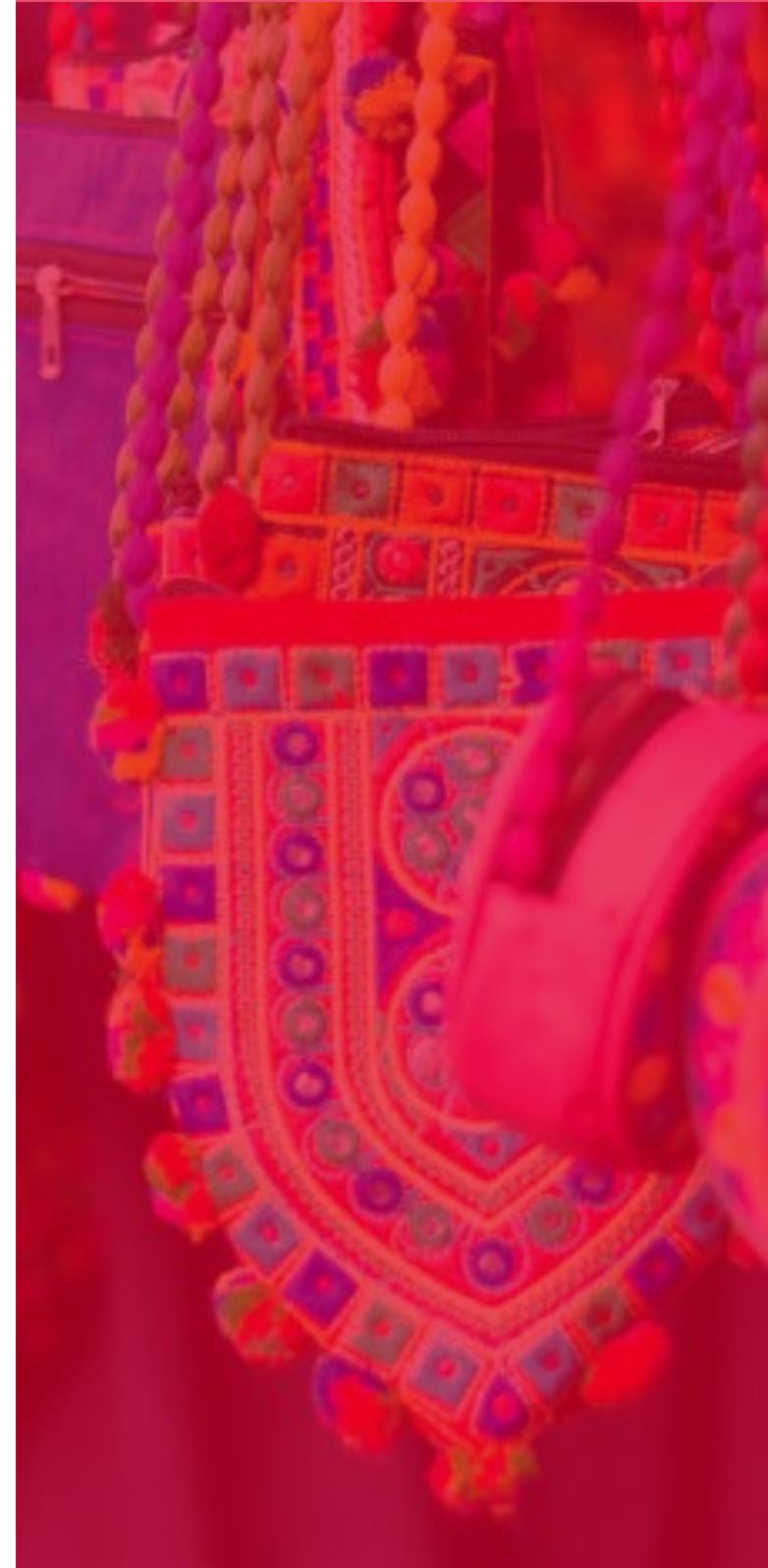
## KEY RETAIL STREETS & AREAS

### MANINAGAR

Maninagar is located in the southern part of Ahmedabad and is an important area of the city. It can be divided into two regions – Maninagar east and Maninagar west, separated by the Maninagar Railway Station. The Kanarkia lake and Nagina wadi are situated in this area. This area also hosts a train station on the Ahmedabad-Mumbai line where most of the major trains stop. Maninagar is also the entrance to the Ahmedabad-Vadodara expressway.

### SATELLITE ROAD

Law Garden is a public garden in the city of Ahmedabad, India. The market outside the garden is very famous for the handcraft goods sold by local people. The road at the side of the garden is filled with street hawkers selling all kinds of food items. The Law Garden eatery market is likely to become more popular. This will help generate employment and with additional local authority support, will help ensure the quality of food served is better regulated.



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## MARKET OVERVIEW

KEY AREAS/ STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	AVERAGE RENT (SQFT/ MONTH)	RANGE OF STANDARD UNIT SIZES (SQFT)
C.G. Road	Upper middle and high income consumers	Bose, Levi's, Mufti, Wills Lifestyle, Tanishq, Spykar, Louis Philippe, The Golden Time, Tommy Hilfiger, Nike, VIP, Orra	Metro, The Raymond shop,	\$2.2 - \$2.7	700 - 2,000
C.G. Square	Upper middle and high income consumers	Louis Philippe, Levi's, United Colours of Benetton, USPA, La Thai Spa, Nike, The Body Shop, Shoppers Stop, Time Cinema	H&M, Marks and Spencer	\$2.3-\$3.0	600 – 2,000
Ahmedabad One Mall, Vastrapur	Middle and high income consumers	Swarovski, Asics, Hamleys, Nykaa, GANT, Levi's, Jack and Jones, Nike, Fashion Big Bazaar, Ritu Kumar	Swarovski, INC 5	\$2.3-\$3.0	350 - 20,000

Data as of June, 2019. 1 US\$=69.81 INR



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## SHOPPING CENTRES

### AHMEDABAD ONE MALL

Ahmedabad One Mall, formerly known as Alpha One, is strategically located at Vastrapur in Ahmedabad. The shopping centre opened in October 2011 and is spread across 700,000 sqft. The mall exhibits a robust mix of shopping, dining and entertainment. The centre hosts both Indian and international brands such as Swarovski, Shoppers Stop, Hamley's, FBB, Jack and Jones, Ritu Kumar, Asics, to name a few.

Ahmedabad One Mall is part of the Blackstone Group's mall portfolio group known as Nexus Malls.

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## FOOD & BEVERAGE

***Gujaratis' love for food has led to an assorted mix of multicuisine restaurants, global food chains and local restaurants in the city.***

A bulk of the city's population are vegetarians. Owing to this habit, Pizza Hut opened its first vegetarian-only outlet in the country a few years back to capitalise on this trend.

With an upsurge in urbanisation of people from neighbouring areas and exposure to the global cuisines, a variety of restaurants focusing on regional food have opened in the city. Eateries and restaurants in the city are located in commercial complexes along the streets, as well as in prominent shopping centres.

Famous F&B chains present in the city include McDonald's, Subway, Dominos, Pizza Hut, KFC, Barbeque Nation, etc. There are also many restaurants serving traditional Gujarati, Punjabi and South Indian cuisines such as Mirch Masala, Gordhan Thal, Vishala, Swati Snacks, Rajwadu, Gormoh and Dakshinaya. These capture 50-60% of the F&B market in the city.

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATOR INCLUDING	RENT FOR 3,700 SQFT UNIT (SQFT/MONTH)
Prahladnagar	Corporates and residents	Barbeque Nation, Dominos, Baskin Robbins, Keventeers, Dakshinayan	\$2-\$2.5
Drive-In Road	Local residents and students	Barbeque Nation, Café Coffee Day, McDonald's, Subway	\$1.5-\$1.75
S.G. Highway	Mid market & more affluent consumers	Huber & Holly Ratatouille, Gordhan Thal, Mirch Masala, Honest, Pakwan,	\$1.5-\$2.0
C.G. Road	Students and mid to high income consumers	From The North, Subway, Cafe Coffee Day, Mirch Masala, Swati Snacks, Stuffs Food	\$2.0-\$3.0

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REDEFINING THE LANGUAGE OF  
RETAIL & LEISURE



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