

CHENNAI

Cushman & Wakefield

Global Cities Retail Guide

Chennai, often called the “Cultural Capital of South India” is located on the Coromandel Coast in Tamil Nadu. Served by two major ports, Chennai is a major economic, commercial and educational hub.

The coastal city has a diversified economic base supported by manufacturing, automotive, software services, hardware manufacturing, IT- Business Process Management, healthcare and financial services industry. Sometimes referred to as the “Detroit of India”, it also has strong potential for the growth of ancillary industries like automobile components and logistics which only adds to its contribution to state revenues.

Additionally, the city has been witnessing a steady increase in the number of tourists arriving each year. With increasing presence of both domestic and international retailers, interest in emerging markets such as the Chrompet, OMR and ECR has increased, aside from the traditional main streets such as Pondy Bazaar, Usman Road, Cathedral Road, Adyar, Anna Nagar 2nd Avenue, and Alwarpet TTK Road. Shopping mall culture has also grown with the launch of new developments such as The Marina Mall and VR Mall, paving the way for a more contemporary approach to the city’s retail climate.

CHENNAI OVERVIEW



CHENNAI

KEY RETAIL STREETS & AREAS

KHADAR NAWAZ KHAN ROAD

Khadar Nawaz Khan Road, also known as KNK Road, is the corridor of the city's elite, lined primarily with fashionable boutiques, swanky eateries, salons, art galleries and lifestyle showrooms. A healthy mix of food & beverage (F&B) outlets offers delectable international cuisines whilst the presence of premium brands in the shopping precinct, Evoluzione, makes the area a luxury shopping destination frequented by cosmopolitan shoppers.

T.NAGAR

Thyagara Nagar, abbreviated as T. Nagar, is one of the oldest residential neighbourhoods which has eventually grown to be "the massive shopping district" synonymous with Chennai's ethnic apparels and jewellery. Pondy Bazaar, North Usman Road, South Usman Road and GN Chetty Road are the four prominent retail main streets in T. Nagar, with both organised and unorganised retail developments. New retailers specialising in apparel, jewellery, footwear and electronics are continually looking to expand their footprint in this retail hub to capitalise on the attractive residential catchment.

ANNA NAGAR 2ND AVENUE

Anna Nagar 2nd Avenue is an established retail main street surrounded by an up-market residential catchment. The main street, which is a hub of retail in the western suburbs of the city, gives a holistic shopping experience with the presence of both local and foreign brands across apparel, lifestyle, jewellery and F&B outlets. The Addition of the VR Mall has made the micro market an even more lucrative destination.

VELACHERY

Velachery has transformed into an epicentre of retail activity in South Chennai. With one main street and two shopping centres, this retail destination has become a bridge between the IT corridor, CBD and other parts of the city. Phoenix Market City houses a variety of national and international labels along with a multiplex cinema and upmarket restaurants, and is a preferred destination for the city's young 'shopaholics'. Velachery 100 Feet Road & Velachery main road offer shoppers a plethora of choices with lifestyle showrooms, F&B outlets to large scale regional retail brands such as Saravana Store and Chennai Silks.

RAJIV GANDHI SALAI

Rajiv Gandhi Salai, or OMR, is the IT hub of the city. The area is characterised by a young cosmopolitan crowd due to higher density of office occupiers and comparatively lower residential rentals. The large presence of a young catchment with high disposable incomes has attracted retailers to establish their presence in the area. This in turn has allowed the area to continue evolving into a micro market itself.

ADYAR & ALWARPET

Two affluent neighbourhoods on either sides of the Adyar river with luxurious bungalows and high end apartments were the major factors that drove these micro markets to evolve into upscale retail main streets. With an elite catchment in the vicinity, they have both been a highly desirable market for retailers across all segments. The lack of the mall within the micro market also ensures these main streets remain desirable.



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MARKET OVERVIEW

KEY AREAS / STREETS/ SHOPPING CENTERS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	AVERAGE RENT (SQFT/MONTH)	RANGE OF STANDARD UNIT (SQFT)
Khadar Nawaz Khan Road	Affluent, upper & mid segment.	Haagen-Dazs, Cold Stone, Toni & Guy, Evoluzione, Atmosphere, FabIndia, Starbucks.	Toscano, Cold Stone, Man Mandhir, Masaba.	INR 145 (\$2.08)	500– 3000
T. Nagar	Local shoppers, mid & affordable segment	Nalli, Pothy's, Tanishq, Big Bazar, Saravana Stores, Joyalukas, Croma, Max Fashions, Pantaloons, Reliance Trends, Kalyan.	Reliance Trends, Miniso, McDonalds, One Plus, Home Town.	INR 150 (\$2.15)	500 – 20000
Anna Nagar 2 nd Avenue	Local shoppers, upper, bridge to upper & mid segment.	Tanishq, Max, Levi's, Louis Philippe, Croma, Max Fashions, Pantaloons, Neerus,	Reliance Trends, Blackberry's,	INR 155 (\$2.22)	500 – 15,000
Velachery (including Phoenix Market City, The Grand Mall)	Destination shoppers, affluent, upper & mid segment	Max Fashions, Saravana Stores, Chennai Silks, Chennai Silks, Tanishq, GRT Jewellers, Reliance Trends, Reliance Digital, Croma.	Taco Bell, Joy Alukkas, Cult Fitness, Pizza Hut, Allen Solly, Papa Roti, Kate Spade, Coach, Tumi, Hugo Boss.	INR 145 (\$2.08)	500 – 10,000
Adyar	Destination shoppers, upper & mid segment	Reliance Trends, Zimsons, Style One, Sangeetha, Louis Phillippe, Van Heusan, Raymonds, Westside, Croma, Max Fashions	Mathsya, Linen Club, Van Heusan, Kailash Parbat	INR 160 (\$2.32)	500 – 2000
Alwarpet	Destination shoppers, upper & mid segment	Adidas, Nike, Skechers, Indian Terrain, FabIndia, Poorvika, Tailorman, P.N.Rao, Hush Puppies, Cream Stone, Sunny Bee,, Cream Center, Velveteen Rabbit.	Oh So Stoned, Roshan Bags, Eating Circles, Sunny Bee	INR 130 (\$1.88)	500 – 10,000
Rajiv Gandhi Salar Or OMR	IT/Tech, middle to upper middle income catchment.	Starbucks, Westside, Big Bazar, Saravana Stores, Croma, Max Fashions, Pantaloons, Reliance Trends, Brand Factory.	Reliance Trends, Unlimited, Bounce, McDonalds, Toni&Guy.	INR 85 (\$1.23)	500 – 50,000
GST Road, Chrompet	Local Shoppers, Middle income	Tanishq, Big Bazar, Saravana Stores, Joy alukas, Croma, Max Fashions, Pantaloons, Reliance Trends, Kalyan, Levis, Dominos	Croma, Clarke&Gable.	INR 130 (\$1.88)	500 – 2000

Data as of Jun 2019. 1 US\$=69.57 INR

The above rentals are indicative of a typical ground floor unit measuring 1500 – 2000sq.ft.

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SHOPPING CENTRES

PHOENIX MARKET CITY

Phoenix Market City, located on Velachery Main Road, has revolutionised the retail and entertainment experience in the city. Opened in 2013, the centre is spread over a million square feet and houses more than 300 stores including some of the biggest brands in the city, such as Steve Madden, Zara, Promod, Superdry, Kenneth Cole and Brooks Brothers. A varied product mix coupled with several flagship stores of major national and international brands, Chennai's first IMAX theatre, food court, several fine dining restaurants and cafes have all made Phoenix Market City an ideal destination mall for all age groups. The Addition of the Palladium unit has further extended the owner's portfolio into premium and uber-premium segment attracting footfall from all over the city.

EXPRESS AVENUE MALL

Express Avenue Mall opened in 2010 and became the first development of its kind in the heart of the city, sprawling four floors of retail space measuring 800,000 sq ft. It hosts more than 200 brands, featuring a large number of prominent national and international retailers. Its central location combined with an ideal brand mix, a luxurious eight-screen multiplex sprawling 40,000 sq ft and large food court, help to maintain its desirability among both local shoppers and tourists alike.

THE FORUM VIJAYA MALL

The Forum Vijaya Mall measuring a total of 700,000 sq ft. is strategically located on Arcot Road and attracts shoppers from western suburbs of Anna Nagar, Vadapalani, Koyambedu, Porur, Ashok Nagar, and K.K. Nagar amongst others. The mall, which has more than 100 shops and Chennai's biggest hypermarket, SPAR, has high visibility from JN Road and Arcot Road, offering great signage opportunities. Connectivity to other areas via a nearby bus terminus, along with Metro Station, will enhance the appeal of this shopping mall.

VR MALL

VR Mall is one of the newest additions to Chennai's retail offer and spans just over 1 million sqft, making it the largest development of its kind in the city. A strong brand mix spread across retail, fine dining, quick-service restaurants (QSR) and an impressive 10 screen multiplex combine to provide an attractive retail destination. Located in Anna Nagar, it caters to shoppers from both the western and north Western suburbs of Koyembedu and Ashok Nagar while still being accessible to other central micro markets such as Kilpauk & Nungambakkam.

MARINA MALL

The latest addition to the Chennai's retail map and the first development of its kind on the OMR, the Marina Mall has established itself as the go-to retail destination in the area. A strong brand mix, consisting of the first hypermarket (SPAR) and first nationalised multiplex (INOX) on the OMR, alongside a broad range of retail and fine dining concepts make the mall an extremely desirable retail destination for the southern suburbs of the city.

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FOOD & BEVERAGE

F&B retailers within the city are generally influenced by regional cuisines. Some local players have redefined fine dining by infusing global flavour into local taste.

Local brands like Sarvana Bhavan, Adyar Ananda Bhavan, Dindigul Thalappakatti, Sangeetha's and Murugan Idly Shop, Anjappar, still continue to dominate the market appealing to people across all ages and backgrounds, as well as tourists who wish to treat themselves to a taste of local flavours.

The city also offers an interesting combination of quick service chains, cafes and boutique eateries for those with an appetite for fast food as well as fine dining. Apart from the city's F&B brands such as Amethyst, Eco Café, Kipling Café and Amadora, Chennai recently experienced an increase in the restobar/restolounge and bistros with entrants such as Lord of the Drinks, Watsons, Mamagoto, Kommune, Off the Record, and Velveten Rabbit. Some new entrants such as Taco Bell and Galitos are already increasing their footprint in the city by opening new outlets in major malls and main streets, which are typical hangouts among the young population comprising both students and professionals.

The city also offers a variety of fine dining options which are popular amongst affluent consumers, business travellers, tourists and the expat population. From an array of Italian, Mediterranean, oriental, continental, seafood and north Indian restaurants to choose from, Chennai has something to offer everyone. Whilst old favourites such as Sandy's, Cream Centre, Sigree, Moti Mahal and Mainland China remain favourites, new entrants such as Chianti, Tosacano, Patissez, Soy Soi and Bharat Bistro have becoming increasingly popular. With new government regulations relaxing night-time operations, the nightlife in the city is bound to improve and increasingly cater to party-goers.



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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 3,700 SQFT UNIT (SQFT/ MONTH)
Khadar Nawaz Khan Road	Affluent, cosmopolitan, upper and mid- segment	Cold Stone, Toscano, Mamagoto, Nasi&Mee, Barbeque Nation, Keventers, & The Slate. Blind Chemistry, Delhi Highway, Ink 303.	INR 145 (\$2.08)
T. Nagar	Middle-segment, locals, tourists	Sangeetha, Watsons, That Mallu Joint, Thambi Vilas, McDonalds, KFC, Kommune, Barbeque Nation, Coal Barbecues, Absolute Barbecue.	INR 140 (\$2.01)
Velachery (including Phoenix Market City, The Grand Mall)	Affluent, cosmopolitan, upper and mid- segment	Barbeque Nation, Coal Barbecues, Absolute Barbecue, Chianti, Chilis, Copper Chimney, KFC, McDonalds, Galitos, Sangeetha, Adyar Ananda Bhavan, Mainland China.	INR 120 (\$1.75)
Anna Nagar 2 nd Avenue	Upper and mid-segment, locals	Shree Mithai, KFC, Saravana Bhavan, Murugan Idly, McDonald's , KFC, Thambi Vilas, Little Italy, Mainland China.	INR 135 (\$1.94)
Alwarpet	Affluent, cosmopolitan, upper and mid- segment	Amelie's, Pumpkin tales, Eating Circles, Oh So Stoned, Bharat Bistro, Absolute Thai, Double Roti, Copper Chimney, Velveteen Rabbit, Cream Center.	INR 130 (\$1.86)
OMR	IT/Tech, middle to upper middle income catchment.	KFC, McDonald's, Barbeque Nation, Absolute Barbecue, Paradise Biryani, Dominos, Thambi Vilas, Dindugal Thalapakatti, Anjappar, Seashells.	INR 110 (\$1.59)

Data as of Jun 2019 1 US\$=69.57 INR

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