

**RAIL LAND DEVELOPMENT AUTHORITY (RLDA)
(MINISTRY OF RAILWAYS)**

**Project Information Memorandum
Multifunctional Complex
At
Patiala
(Punjab)**

**Railway Land Development Authority
Ministry of Railways**
Near Safdarjung Railway Station, Moti Bagh-1, New Delhi – 110021

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1. Disclaimer

This Project Information Memorandum (the "PIM") is issued by Rail Land Development Authority (RLDA) in pursuant to the Request for Proposal vide RFP Notice _____ of 2011 to provide interested parties hereof a brief overview of plot of land (the "Site") and related information about the prospects for development of multifunctional complex at the Site on long term lease.

The PIM is being distributed for information purposes only and on condition that it is used for no purpose other than participation in the tender process. The PIM is not a prospectus or offer or invitation to the public in relation to the Site.

The PIM does not constitute a recommendation by RLDA or any other person to form a basis for investment. While considering the Site, each bidder should make its own independent assessment and seek its own professional, financial and legal advice. Bidders should conduct their own investigation and analysis of the Site, the information contained in the PIM and any other information provided to, or obtained by the Bidders or any of them or any of their respective advisers.

While the information in the PIM has been prepared in good faith, it is not and does not purport to be comprehensive or to have been independently verified and neither RLDA nor any of its officers, employees, advisers or consultants accept any liability or responsibility for the accuracy, reasonableness or completeness of, or for any errors, omissions or misstatements, negligent or otherwise, relating to, or makes any representation or warranty, express or implied, with respect to, the information contained in the PIM or on which the PIM is based or with respect to any written or oral information made or to be made available to any of the Bidder or its professional advisers and, so far as permitted by law and except in the case of fraudulent misrepresentation by the party concerned, any liability therefore is hereby expressly disclaimed.

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The PIM is for use only by the Bidders. The PIM may not be copied, or distributed by any Bidder to third parties (other than in confidence to that Bidder's professional advisers) or prospective consortium members. Under no circumstances should Bidders make contact with officers or employees of MOR unless invited by the MOR or in accordance with the PIM.

2. Project Information

2.1 Introduction:

Multi-functional Complexes (MFC) are commercial complexes which are to be constructed in station premises for providing rail users facilities like shopping, food stalls and restaurants, book stalls, PCO/STD/ISD/Fax booths, medicine & variety stores, budget hotels, underground parking etc. Accordingly, development of Multi-functional Complexes is being taken up in different parts of the country at various railway stations. Rail Land Development Authority (RLDA) a statutory authority under the Ministry of Railways offers development of MFC on a Railway Land at these identified sites. The nature of the offer is lease on an “as is where is basis” for a period of 45 years lease.

RLDA has adopted a single stage two packet system i.e. submission of eligible proposal and financial proposal for selection of the bidder for award of the Project. This Project Information Memorandum (PIM) is issued by Rail Land Development Authority (RLDA) in pursuant to the Request for Proposal (RFP) to provide interested parties hereof a brief overview of plot of land (“Site”) and related information about the

2.2 Salient Features

The site offers an excellent opportunity for a successful commercial real estate development owing to the following factors:

- The sites are located near the Railway station.
- Easy accessibility to Railway Station, Bus stand and in the city area
- Good visibility from station approach road
- Opportunity to create a landmark in the city
- Land form and topography suitable for the construction
- A vibrant commercial catchment area

2.3 Executive Summary

Location	The site is located opposite to Cycle/Scooter parking.
Land Area proposed	1240 Sq. Mt
Built up area	2170 Sq. Mt
Current status of site	Two type –II Quarters at the site to be demolished.*
Site Surroundings	North- Road. East- Officer’s Rest House. West- Circulating Area. South- Entry Road to ORH.
Site accessibility	Approachable from Station Entry
Topographical Features	Rectangular shape encroached by 2 type-II Railway quarters.

**The developer has to dismantle two staff quarters existing at site and construct 2 Nos. type –II quarters at the designated place as per the drawings & specifications. The developer has also to provide temporary accommodation on hire basis including making arrangements for transportation of household goods for the staff residing in one of these quarters till the new quarters are completed.*

2.4 Process Chart:

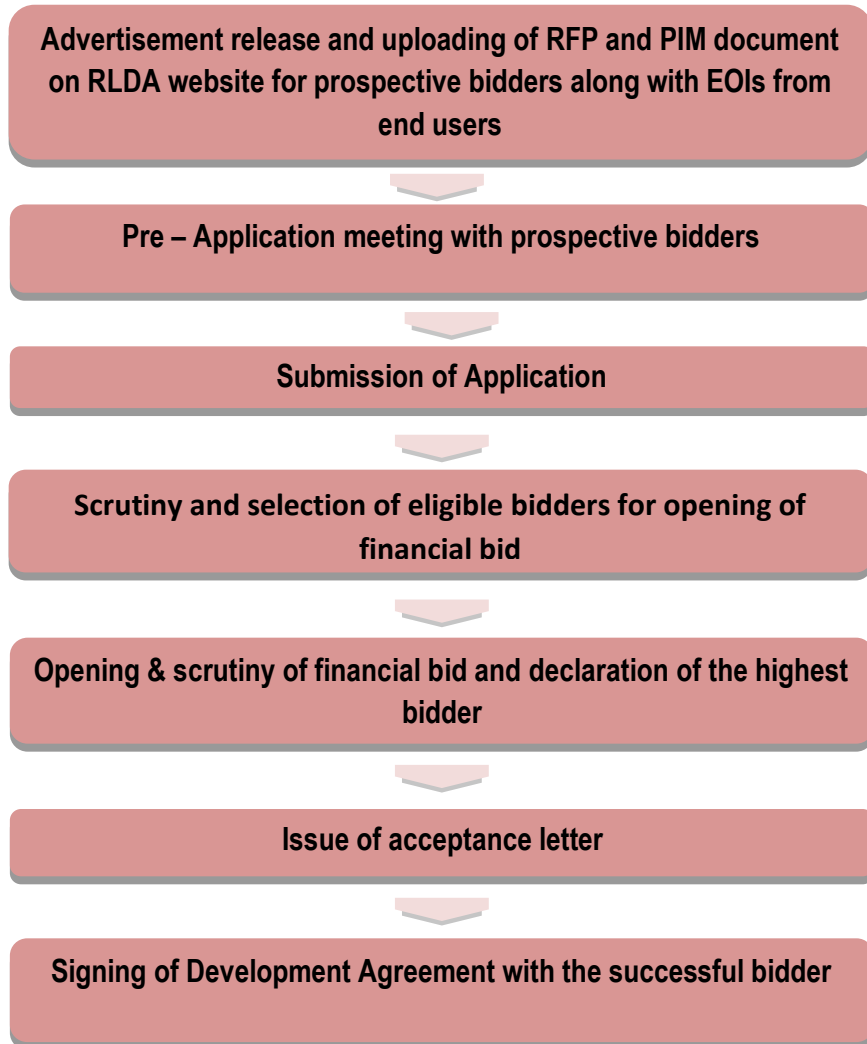


Fig 2: Process Chart

2.5 Guidelines for Expression of Interest (EOI):

M/s Jones Lang LaSalle has been appointed as Marketing Advisor by RLDA for these MFCs and separate EOI may be sought by them as supplement information to the prospective bidder.

Objective: The Objective of the EOI is to increase the base for the participation in the MFC projects by end users like retailers, hoteliers, banks, pharmacies, bookstores, who operate either individually or as large corporate entities, who may or may not be interested in development of the project. The EOI is not a valid bid in the development process, but instead serves as an offer for leasing of the eventual premises.

Expressions of interest are invited from end users like large chain retailers, hoteliers, and small individual entrepreneurs interested in leasing the premises on a short term basis (min of 9 years) as an indicative rental for developers who might be interested in leasing the land and developing the project.

Expressions of interest are also invited from large developers who have executed projects in multiple cities, who may have a standard set of tenants. Since the process followed is an open tender, retailers and hoteliers who are interested in development are advised to send in expressions of interest, as the EOI would provide indicative rentals to the final winner of the bidding process.

- The EOIs may be annexed to the amended tender document to enable greater transparency for bidders.
- Retailers and Hoteliers interested in leasing space may send in expressions of interest, as this will provide an indicative rental for final leasing from the winner of the final bid.
- EOI must be stamped and signed by the authorized signatory of the company.
- EOI will not be the final contract between the winner of the bid and the end user, which will be subject to negotiations etc. as in the case of any private commercial deal.
- EOI from developers will not be considered as a valid bid for the project, since the valid bid will be only considered as per the normal rules of tendering by RLDA.
- EOI must be submitted within 15 days of the posting of this RFP for the MFCs on the website.

3. Patiala - A City Profile

3.1 Introduction

Patiala is a city in the Punjab state of India. Patiala district is one of the erstwhile princely cities of Punjab. Located in the south-eastern part of the state, 65 km from the state capital of Chandigarh, it lies between 29°49' and 30°47' north latitude, 75°58' and 76°54' east longitude.

Patiala means Pati (land) of Baba Ala Singh, who founded the State of Patiala.

It is the administrative headquarters of Patiala District, and was the capital of the premier princely state in the former Punjab Province of British India, headed by the Sidhu dynasty. Patiala is famous for being the home of Patiala Gharana of Hindustani classical music and for its turban (traditional headgear), paranda (tasselled tag for braiding hair), peg (Patiala Peg - a double or large peg of whiskey), and Jutti (traditional Punjabi footwear) and "patialashahi" salwaar. Famous Punjabi singer Pammi Bai has sung a song on the famous Patialashahi turban.

Any serving of alcohol which is double than the normal serving, or unusually large, is referred to as the Patiala Peg. This term is understood in most parts of India. There are multiple stories behind this epithet, most related to the opulent and hedonistic lifestyle of one of the maharajas of Patiala - Maharaja Bhupinder Singh, who was a heavy drinker.

Patiala is home town of many eminent personalities like cricketers Navjot Sidhu, Mohinder Amarnath, Reetinder Sodhi, Bollywood Stars Jimmy Shergill, Om Puri, Punjabi Singer Harbhajan Mann, Jet Airways Chairman Naresh Goyal & Sq Ldr Rakesh Sharma, the first Indian in space.



Fig 3: Location of Patiala in Railway-Map North India

3.2 Location and Connectivity

Patiala is located at 30.33°N 76.4°E. It has an average elevation of 250 metres (820 feet). During short existence of PEPSU, Patiala served as its capital city. Patiala is also famous as the city of newspapers and 2nd media hub of Punjab state of India. Central place of media, Patiala lies just off the excellent National Highway #1 (Delhi-Amritsar) and is about 250 Km from Delhi.

Cities	Distance
Amritsar	235
Chandigarh	64
Bhatinda	158
Jaipur	438
Agra	443
Lucknow	670

3.3 Demography

Patiala district is a predominantly rural district. As of 2001 India census Patiala had a population of 1,854,686. Males constitute 54% of the population and females 46%. Patiala has an average literacy rate of 77%, higher than the national average of 64.9%: male literacy is 79%, and female literacy is 73%. In Patiala, 10% of the population is under 6 years of age. As per the 2001 census, an overwhelming 65% lived in rural areas and only 35% lived in urban areas.

After the partition of India in 1947, a large number of refugees from west Punjab came and settled in Patiala district. The single largest group of refugees was from Bahawalpur. Apart from this, a sizeable number came from Gujranwala and Sheikhpora. According to the 1951 census, the total number of displaced persons in the district was 1,19,518.

The Sikhs and the Hindus are the predominant communities in the district. The Sikh form 55% of the population while the Hindus form 42%, the remaining being the Christians, the Muslim, the Jains and the Buddhists.

Area (in km ²)	3,625
Total population:	18,44,934
Male:	987390
Female:	857544
Females (/1000 males)	868
Density (per km ²)	509
Literacy (%)	65 %

Geographically, Punjab is divided into four regions, known as Malwa, Majha, Doaba and Puadh. Patiala district falls in the Puadh region and standard dialect spoken in the district is known as Puadhi. Although this dialect is almost the same in grammar as the standard dialect of Punjabi language, the distinguishing character of this dialect is that ,to a very large extent, it is influenced by Hindi spoken in the adjoining districts which now a part of Haryana.

Patiala district with an area of 3625 Sq. kms. was the 5th largest district of the Punjab (area wise) after Ferozepur, Amritsar, Sangrur and Ludhiana as per 2001 census but with the formation of new district Mohali, Sub Division Dera Bassi becomes Part of Mohali district. Earlier Dera Bassi tehsil was part of Patiala district.

3.4 Rail Passenger Information

By train, although there is a railway station at Patiala but it is not very well connected by Rail because it does not falls on main line.

However there is "Dadar Amritsar express" coming from Mumbai and few intercity trains. The nearest well connected Railway station is Ambala. There are many trains coming from all parts of India upto Ambala.

Average no. of passengers dealt per day	5200
No. of passenger trains per day	18

Table: Passenger information
On Patiala Railways

3.5 Retail Scenario

For a different set of people, the city, located at an hour's drive from state capital Chandigarh, is seen in a very different light, holding a promise of a blossoming future. The city is drawing a good deal of retail players who foresee the city as becoming one of the centres of development after Amritsar, Ludhiana and Jalandhar. The city is strategically located and interest levels from the retail side are high and growing. Though in the last few months there was a lull in demand, now Patiala is on the list of 'must-be-in' cities for a considerable number of brands.

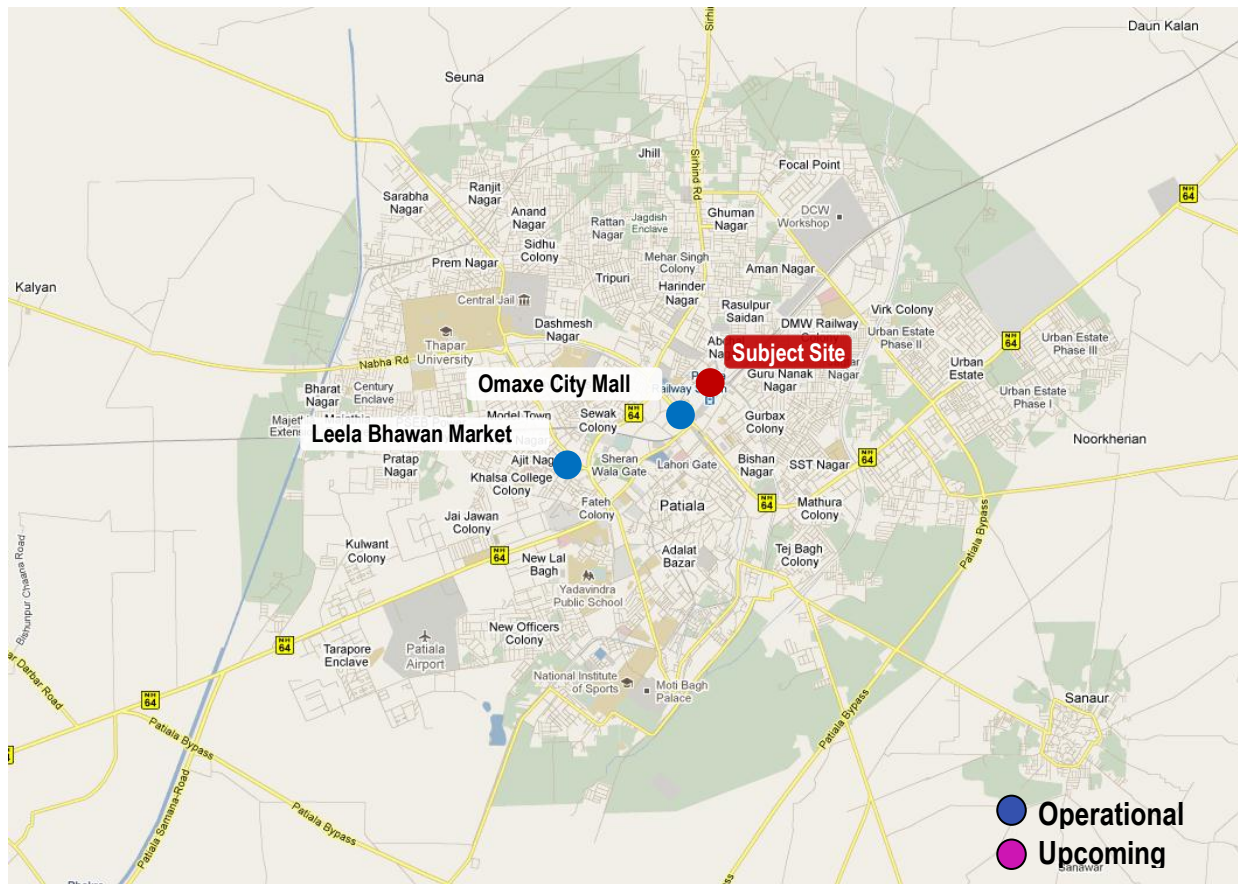


Fig 5 Existing and upcoming Retail establishments in Patiala

Reliance Jewel on 5,000 sq ft area, Reliance Fresh with its own outlet and Bharti Retail's Easy Day Market on 45,000 sq ft are some of the brands in the large-scale retail format that have entered the city recently. Others such as Kapsons, Woodland, Jini and Jony and Koutons have also managed to settle into the new city. International brands such as FabIndia, Nike, Adidas, Levi's, Bata and McDonald's have realised the potential and purchasing power of the citizens.

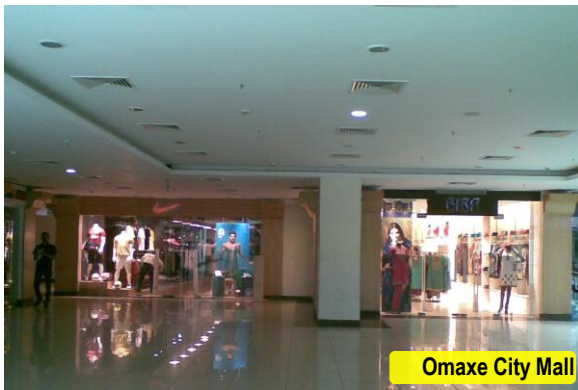
Omaxe Group has not only announced its 330-acre plus residential complex but also has most of the popular brands in its Wedding Mall, located at a prime location on the Mall Road and surrounded by Baradari Park, a beautiful lake and Kali Devi Temple. Built with an investment of Rs 140 cr, the mall was unveiled only a couple of months back. Dedicated to the theme of marriage, it intends to provide a mega retail house for the best of marriage-related Indian and international brands.

With brands slowly moving in, the mall boasts of apparel brands such as United Colours of Benetton, Reliance Trends and Dollar Store, apart from many others. Patiala's first McDonald's store is located in the mall and is doing brisk business.

With the Wedding Mall being the first and only mall in the city, retail brands are looking at establishing a large retail presence via the mall. The city's first mall is also home to the city's first multiplex. On the eateries front, brands such as Cafe Coffee Day are located on Bhupindra Road, Chawla's Chicken, Sagar Ratna in Tagore multiplex - a single screen theatre refurbished to cater to developing tastes of Patiala residents.

Retail rents are not high compared to Chandigarh but some of the latest transactions suggest that the prices are highly dependent on location. The case is same with land prices for residential properties. The industry is also looking at the city with investments from education sector and other areas pouring in.

3.6 Snapshots of Retail in Patiala

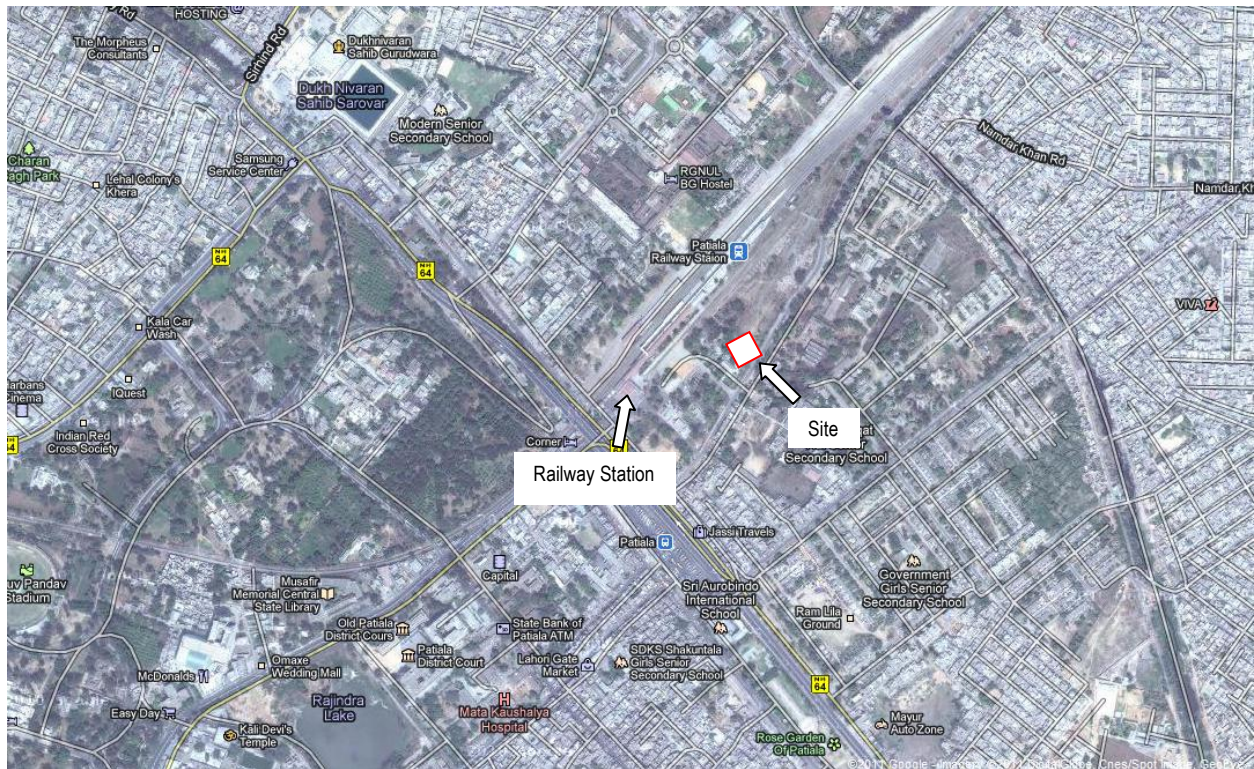


4. Site Information

4.1 Location

The site is located at Patiala railway station. The site is having 2 units of type II quarters which need to be dismantled and new quarters will have to be constructed by the developer on the site identified by the railways. The current site has good accessibility and has potential as city bus stand is also nearby. The main market of the city i.e. Leela bhawan and bhupindra road are nearby. Also the presence of colleges and shopping malls near the vicinity adds to the advantage.

The site has a railway parking lot for Cycles and Two Wheelers along its front side.



Google Image showing the site location



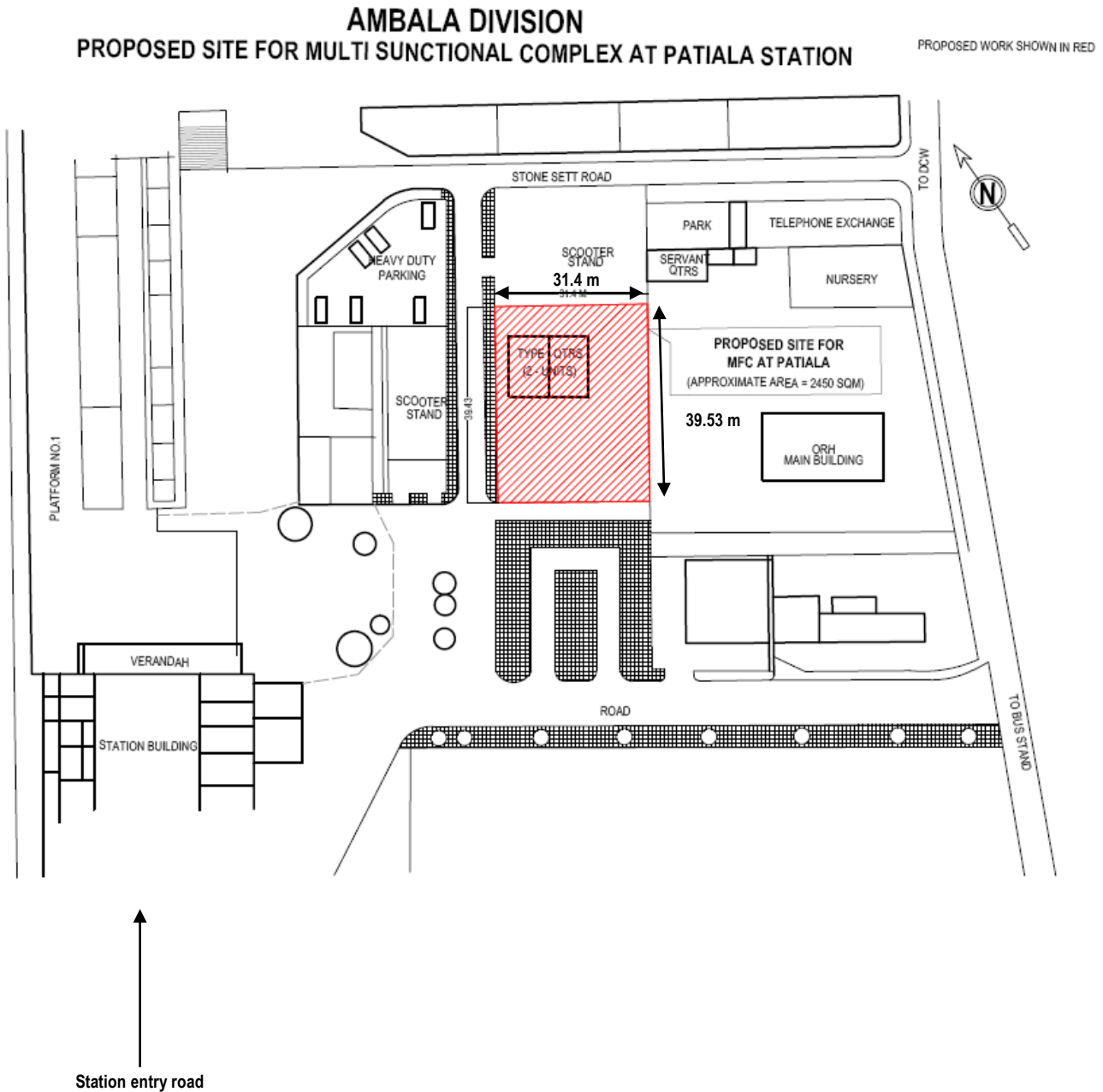
Google Image of site



Google Image of site

4.2 Layout

The layout for the proposed site is shown in figure below :



4.3 Site Photographs



Photo 1: Station Entrance



Photo 2: Site Boundary



Photo 3: Way towards the site



Photo 4: Site



Photo 5: Site picture showing the quarters to be dismantled



Photo 6: Site photograph taken from Station Building (Boundary of the site is shown in the picture)

4.4 Plot Details

The area of subject land plot is approximately 1240 sq m.

Parameter	In sft	In sqm
Site Area Utilized	13347.36	1240
Maximum Built up Area	23358	2170

**The developer has to dismantle two staff quarters existing at site and construct 2 Nos. type –II quarters at the designated place as per the drawings & specifications. The developer has also to provide temporary accommodation on hire basis including making arrangements for transportation of household goods for the staff residing in one of these quarters till the new quarters are completed.*

4.5 Suggested Product Mix

HOTEL	RETAIL	RETAIL AMENITIES
<ul style="list-style-type: none"> • Rooms (AC/ Non AC) • Dormitory • Community Center/Restaurant/Banquet 	<ul style="list-style-type: none"> • Retail Shops/Dining • Anchor/Food Court/Food Plaza • Vanilla Shops • Lounge S Lounge Shops 	<ul style="list-style-type: none"> • ATM • Clinic • Internet • Café • ISD/PCO • Variety Store • Pharmacy/Book Stalls • Bank Branch + ATM • Prepaid Taxi Car • Rentals • Cloak Rooms • Tourist Information • Boot