REPORT FOR  
SHOPPPING MALL CUM MULTIPLEX  
AT A3 & P1B, SAKET PLACE, NEW DELHI  

SELECT CITYWALK  
DVELOPERS  
SELECT INFRASTRUCTURE (P) LTD.  
101-103, KANCHANJUNGA BUILDING,  
BARAKHAMBA ROAD, NEW DELHI  

ARCHITECTS  
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13A, BHAWANI KUNJ, BEHIND DII, VASANT KUNJ,  
NEW DELHI-70
The Shopping and Entertainment development on the Plot nos A-3 and P1-B are part of the DDA Saket Place Complex being developed at Saket, New Delhi.

The A-3 and P1-B plot were auctioned and allotted as a whole along with attached Plot of Land for building Commercial/Multiplex admeasuring 45 m x 45 m and 19 m height from plinth level.

There are architectural controls on the development of the entire Saket Place. These are stipulated and elaborated by the Control drawings which form a part of the Auction conditions and which are already approved by the Delhi Urban Arts Commission.

These Control drawings are extremely detailed in nature and exhaustive in content. The sanction drawings of this Project under approval at DDA have been made out keeping in line with the Control drawings.

However, the control drawings give very limited insight into the design methodology and intent desired for the Architectural design of the Multiplex. It only deals with the land parcel and the FAR permitted.

It was therefore imperative that the multiplex design is prepared and submitted to the Delhi Urban Arts Commission for guidance and approval.

In the following pages of this report and in the attached deliverables explaining the scheme, the concept design proposal of the multiplex has been dealt with at length, at the same time some space has been devoted to the treatment of the built-up spaces in the retail areas as well.
Introduction to SELECT CITYWALK

SELECT CITYWALK is planned to be a high quality, Mixed-Use Development, coming up in the heart of South Delhi, at District Centre, Saket. The centrepiece of a 54-acre, well-planned urban business district, it comprises of a Retail Podium, Cinemas, an Office Building and Serviced Apartments, with adequate car parks. Developed by Select Infrastructure Private Limited, the scheme is spread across 6 acres of prime land.

Location:

SELECT CITYWALK is located in the capital of India, New Delhi. The city is a significant international metropolis on the world business map. It houses prestigious national and overseas trade and commerce establishments, employing a large segment of the country’s urban educated manpower. Located in the tourist corridor of the country, the city attracts over 4 million tourists every year. Besides being itself richly endowed with archaeological splendours, cultural heritage & shopping destinations, Delhi is also the starting point of the journey to the other two romantic sites in the country - Jaipur and Agra.

Of the 16 million people in the city, 45% comprise of SEC A&B. Delhi is one of the country’s largest markets in terms of size and economic profile with an impressive market size of over Rs. 87395 Crores in expenditure. The average per capita of the city is more than double the national average.
Location & Catchment:

SELECT CITYWALK prides itself in being located within India’s most affluent/high-end urban & cosmopolitan catchment area - South Delhi. The locality being the prime residential hub of the city, offers a catchment population of over 1 million SEC A&B consumers (of a total catchment population of over 1.7 million). An overwhelming majority of the Capital’s high-networth individuals and families live and shop in South Delhi, while almost all of the city’s key retail micro markets and high-streets are located in this part of Delhi. GK-M Block, Ansal Plaza, South Extension, Basant Lok & Khan Market, are all thriving on South Delhi’s rich catchment population. However, it may be added that the existing markets have little or no infrastructure by way of central air-conditioning, back-up power, sufficient car-parking, public amenities etc. They survive on the strength of their mix and the lack of organized retail formats/quality mall space in south Delhi.
CONTROLS:

The Land use development is meant to be Commercial (Including offices, Service Apartments and cinema).

<table>
<thead>
<tr>
<th>Sr. NO.</th>
<th>Description</th>
<th>Area</th>
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<tbody>
<tr>
<td>1</td>
<td>Area of Plot</td>
<td>15884.5(A3)+8290.11(P!B)</td>
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<td>2</td>
<td>Permissible Ground Coverage</td>
<td>9686.86+2025=11700.86 sqm</td>
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<tr>
<td>3</td>
<td>Permissible Floor Area (Without Basements)</td>
<td>44623.44 sqm</td>
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<tr>
<td>4</td>
<td>Permissible Floor Area (With Basements)</td>
<td>92276.94 sqm</td>
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<tr>
<td>5</td>
<td>Maximum Height of the Building</td>
<td>Max 38m from Road Lvl for A3 and for 19m from Plinth Lvl for Multiplex Block.</td>
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<td>6</td>
<td>Architectural Controls</td>
<td>1. Uses : Commercial and Service Apartment.</td>
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<td>2. Subdivision of the plot is NOT permitted.</td>
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<td>3. Below shopping one level basement allowed for Parking / Storage / Plant and equipment &amp; 2nd level basement may be permitted provided it is used exclusively for parking. 2 levels of basement will be allowed below multiplex plot for parking /storage /plant &amp; equipment.</td>
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<td>4. Plinth Level +227.50 M.S.L.</td>
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<td>5. External Finishes: The building shall be finished externally in polished granite dry type cladding (slabs only) in maximum two colours,</td>
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<td>6. Air coolers / window air conditioners shall not be permitted to project out of the</td>
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face of the building.

7. Balconies are not permitted.

8. Only Dry Type Transformers shall be used in the Electric Sub-Station. The Developer shall provide stand by Diesel Generator Sets for full power load in the lower basement.

9. All service structures at terrace level shall be min. 300 below top of parapet. For Multiplex a total height of 19M is permitted above plinth level (ie +227.5M).

10. Parapet detail shall be as indicated in drawings and shall be strictly adhered to.

11. Other conditions shall be as per building regulations and directions and fire regulations.
MULTIPLEX CONCEPT AND DESIGN PROPOSAL

A cinema complex was much awaited necessity in already developed zone of Saket with only one cinema complex in vicinity creating severe problems of traffic congestion in Residential zone of Saket. What better location than a 54 acre District Center Scheme in heart of South Delhi would have been to attract the people of better economic profile.

![District Center Saket Diagram]

The cinema complex had to be designed in respect of some sensitive design constraints as follows:

- The rigid size of the plot 45m x 45m (2025 sqm) had to incorporate the entry and exit level at first and second floors.
- The look and feel of the façade had to cater to the aesthetics of the mall and yet it had to boast of more corporate/modern looks.
- Fire Escape staircases apart from main staircases as clearly specified by Chief Fire Office to be considered for.
- The requirement of strict norm for having a 1.5m staircase for 150 persons from DCP Licensing Office.
- In addition to above the climatic conditions, location of major road/pavements surrounding the building played a significant role in deciding the placement of cinemas/foyers/service areas/entry/exits in the building.
- The most important of them it had to cater to public acceptance and interest generation amongst users capable of smoothly handling the flow of masses at any given time.
The growing share of entertainment expenditure in the disposable income pie is driving a revolution around India's favourite entertainment option today - Movies. The combination of cinema with other services and facilities has led to the burgeoning growth of multiplexes around the country. It is unlikely that India's experience with the multiplex form of cinematic exhibition can be comprehended without understanding the mechanisms of the liberalised economy in which it originated.

Apart from movies, the other revenue generating channels for multiplexes are food and beverages, rent from display items, entertainment games etc. It is this universal appeal that multiplexes have for all members of the family by offering "something for everyone".

Multiplex embodies the luxurious amenities of the modern day cinema - the multiple screen choices, state-of-the-art technology, ergonomic seating, eye-catching architecture, and top of the line concessions, restaurants, and food courts Integrating shopping with cinema to generate better opportunities and making it lucrative.

To compete with already existing cinema, the proposed cinema complex has to provide better facilities in terms of viewing, comfort, interiors and other facilities like parking, public convenience etc.

Creating an identity, image and a building of special architectural interest, which would enhance the built fabric of the city.

The entire cinema building is designed after studying the traffic patterns and keeping in mind the integrity with the mall building. The cinema building consists of six cinemas. Two of them are Gold Class cinemas catering to high net worth individuals and families. The other four cinemas start from first floor level and stacked over the Gold class cinemas. The main entry as given in control drawings is through a bridge which connects the cinema and mall building on first floor level. In addition the ground floor entry is utilized to give the entries to Gold class cinemas and the
cinemas above. The lot of attention has been paid in drawings the peoples from the cinema towards main mall which would combine the joy of shopping and watching the movie in the same complex.
ESCALATOR IN FRONT IN WITH RELATIVELY SHADED AREA OUTSIDE ENHANCING THE IMPACT APART FROM ADDING CONVENIENCE

ADEQUATE NUMBER OF STAIRCASE TO HELP IN EVACUATION IN CASE OF FIRE/EMERGENCY

ADEQUATE MEASURES FOR CONVENIENCE OF HANDICAPS

LARGE FOYER TO INITIALIZE FEELING GREAT EVEN BEFORE THE MOVIE

FIRST FLOOR PLAN
ADEQUATE NUMBER OF STAIRCASE TO HELP IN EVACUATION IN CASE OF FIRE/EMERGENCY

ADEQUATE MEASURES FOR CONVENIENCE OF HANDICAPS

COMFORTABLE BACK TO BACK DISTANCE IN SEATING

COMFORTABLE AISLE WIDTHS

SECOND FLOOR PLAN
Saanskriti, Select Citywalk's Open-Air Plaza:

The development has a frontage of over 250 m overlooking a plaza space with pedestrian walkways extending into a vast 4 acres of green area. The open plaza, housing an open air theatre, water features and other attractions is proposed to be developed as an extremely vibrant activity zone with planning, design, street furniture and landscaping of high standards. The culturally oriented, it is envisaged, will provide a public space and platform for conducting art shows, fairs, exhibitions and cultural performances.
A3 (Enhancing the visual and sensory appeal of the built-up space)

Large Oval atrium at the main entrance for the awe-inspiring ambience

Linear atriums punctuated with large circular cut-outs to break the

Well placed lift cores providing for more than adequate elevators, both passenger and freight.

Strategically placed escalators for higher and more expeditious inter-floor connectivity.

Large circular atrium at the second entrance.

Linear atriums punctuated with large circular cut-outs to break the

GROUND FLOOR

FIRST FLOOR

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Funneling up atriums to enable better sightlines and visibility of the shops at upper floors.

Clearly defined areas for material handling and freight.

Adequate accesses for the handicapped people.
Also in the basements:

- Escalators to connect to the basements
- Well-lit and well placed escalator lobbies for easy and comfortable movement to and fro between the retail areas and the parking.
- Escalator lobbies would also work as reference points for the parkers and providing points of attention since there is a very large plate of the basements.
- Conveniences for the drivers in the basements, toilets and locker rooms provided.
- Well outlined loading-unloading areas in the basements along with Bin-storage.
PROPOSED AREA STATEMENT

BASEMENTS = 41578.5 (3L VLS) + 6075 (3L VLS) = 47653.5 SQ.M
GROUND FLOOR = 9622.345 + 1756.46 (MULTIPLEX) = 11378.81 SQ.M
FIRST FLOOR = 10803.323 + 2012.72 (MULTIPLEX) = 12816.043 SQ.M
SECOND FLOOR = 6568.06 SQ.M
THIRD FLOOR = 2921.226 SQ.M
FOURTH FLOOR = 2776.216 SQ.M
FIFTH FLOOR = 2467.621 SQ.M
SIXTH FLOOR = 2268.241 SQ.M
SEVENTH FLOOR = 1948.80 SQ.M
FOYER LVL AREA IN MULTIPLEX = 825.29 SQ.M

TOTAL WITHOUT BASMENTS = 43970.307 SQM
TOTAL WITH BASEMENTS = 91623.807 SQM
EXTERNAL FINISH:

- The DDA guidelines played a major role in designing the elevations and selections of finishing materials.

- Altough there are elaborate controls about the shopping Mall but there is very little specified for Multiplex.

- The colour scheme for a cinema complex which serves the purposes of leisure and entertainment should be little more lively and vivid to make it attractive and commercially viable. But this can also be achieved simultaneously in harmony with the surrounding buildings. With so many multiplexes coming up these days, reviewing them reveals the fact that most of them have used primary colours and modern finishes, it is the demand of the time.

- The entire complex is finished with combination of granite, composite metallic cladding, Acrylic paint and structural glazing. The lower levels of the building have been given a more transparent look with large glazed part being offered to foyer/food court/retail. This has been done also keeping in mind the commercial aspect for shops to have maximum frontage and making the shops more visible and lively for the crowd visiting the building.

- At the upper level on the front facade, space has been provided for advertisements, forthcoming attractions and cinema posters, which are ideally visible from a distance governing the external elevation.

- The lower levels glazing is treated with granite bands making a striking bold impression on the lower shopping level and also relates itself with the mall elevation.

- The front and the two sides of the building strategically defining the main entry to the building have been provided with glazing at the upper level exposing the vertical movement of crowd in the staircases. At the lower level below the curtain glazing space frames have been proposed, which increase the visual scale and the aesthetic appeal.
### SPECIFICATIONS

1. **Type of the Construction**: RCC Frame structure

2. **External Finish**
   - Cladding: Granite, Texture paint, Composite metal

3. **Internal Wall Finish**
   - for the toilet: Plaster with desired paint finish, ceramic tiles

4. **Flooring**: Marble, Granite Slabs, Vitrified Tiles

5. **Doors**
   - doors: Shutters of ply with TW frames and fire proof wherever required.

6. **Windows**: Aluminium Sections

7. **Electrification**: Adequate provision for electric outlet, TV and Telephone Points.