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INDIA

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For more information, please contact Email: IN\_marketing@emaar.ae or visit: in.emaar.com  
1 Acre = 4046.86 square meters or 4840 square yards, 1 square meter = 10.764 square feet  
Emaar India Limited

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**EBD83**  
EMAAR BUSINESS DISTRICT

**A PREMIUM HIGHWAY RETAIL DESTINATION**



# HIGHWAY RETAILING: THE UNTAPPED POTENTIAL IN INDIA

## Improved Accessibility

India is making headway in modernising its national highway network and has enhanced connectivity all around the nation.

## Highway Pit Stops

While travelling by road, people seek pit stops for relaxation and refreshments and highways have always offered unorganised retail possibilities, but over time, more organised formats have become increasingly prevalent.

## Highway F&B Evolution

At first, local food outlets came up along highways. The prime hubs at the time being Haveli and Shiva restaurants along NH-24, and Rao Dhaba, Haldiram's, and Nirula's along NH-48.

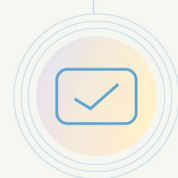
## Growing Organised Retail

These unorganised developments originally served as rest areas and owing to their popularity, now many international businesses have also opened along busy motorways, including McDonald's, Starbucks, KFC, Subway, etc.

## Diversifying Highway Retail

Over the years, highway retailing has grown and is now no longer a F&B-led story and a more varied category mix is currently emerging. Brands of clothing, sportswear, and footwear have been actively growing their presence through highway retailing.

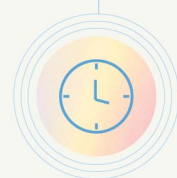
## KEY CHALLENGES FOR RETAILERS



Poorly managed facilities



Absence of national developers and quality developments



Long gestation period





Reference Image

## KEY OPPORTUNITIES FOR RETAILERS

EBD 83 is strategically positioned to tap into this major opportunity opening up in highway retailing and is set to be a premium retailing destination owing to its proximity to secondary support catchment of New Gurugram.

### Global Players in the Mix

The beverage industry is evolving and people are taking regular breaks on long trips, hence many of international cafes and more and more retail chains are also expected to set up their footprint along highways.

### Enhanced Brand Visibility

As people look to explore offbeat destinations, and many leisure destinations being easily accessible, retailers are able to tap into a wider consumer base by adopting a highway store location strategy.

### Travel Made Easy

Social media & travel apps are also playing a part to increase travel via roads. Nuclear families including millennials and GenZ want to move away from the hustle and bustle of the daily routine, while travel apps make it all the more easy to book hotels and staycations.

### India's Roadway Revolution

Sport-utility vehicles (SUVs) made up more than half of India's record four million passenger vehicle sales in 2022-23, indicating that people prefer travelling by road.

2019

2030

**190 million**

Passenger traffic

**USD 1.7 billion**

Current retail opportunity

**USD 0.2 billion**

Operator (lease rent) opportunity

**394 million**

Passenger traffic

**USD 4.2 billion**

Projected retail opportunity

**USD 0.5 billion**

Projected operator (lease rent) opportunity





Reference Image

## NH-48 - AN EMERGING HIGHWAY RETAILING HUB



Highways in India are divided into 3 categories- A, B and C on the basis of car passenger traffic with category-A highways dominating the scope of modern highway retailing. NH-48 is one of the most promising highways in category-A.<sup>5</sup>

### India's Pivotal Highway

NH-48 is a 1,428-km, 4-lane highway and the busiest in the subcontinent that connects the national capital-Delhi, to various tourist destinations of Rajasthan and Gujarat.

### A Busy Thoroughfare

80,000 passenger car units travel through Kherki-Daula toll plaza on NH-48 every day as per 2021 data.\*


### Neighbourhood Dynamics


Already more than 1 lakh dwelling units and nearly 5 lakh residents are living in close proximity<sup>#</sup>, and the area is exhibiting growth with millennials buying more homes especially since 2020. They are also travelling on short notice because of easy access through improved road infrastructure and accuracy of navigation apps.





<sup>5</sup>Source: Knight Frank India Report 'Think India Think Retail: Catch Them Moving – Report on Transit Retail' (2020) "Read with disclaimers in the report".  
\*<https://www.hindustantimes.com/cities/gurgaon-news/kherki-daula-toll-plaza-to-go-100-digital-from-tuesday-jams-expected-101613325584686.html>  
<sup>#</sup><https://www.financialexpress.com/money/new-gurgaon-the-most-promising-micro-market-of-the-millennium-city-2911205/>


# AN UNMISSABLE OPPORTUNITY FOR THE FAR-SIGHTED INVESTOR.

 Envision a thoughtfully crafted highway retailing landmark

 Envision the power of a business address right on NH-48, connecting NCR with North India

 Envision accessibility of passenger traffic on a category-A highway

 Envision the increased spending potential of the millennial city travel enthusiasts

 Envision a remarkably well-connected location with a secondary support catchment of New Gurugram





PRESENTING

—  
**EBD 83**  
EMAAR BUSINESS DISTRICT

A premium highway retail destination

- Premium shop-cum-office plots.
- Development spread across 36851.7 sq. m (9.10625 acres).
- Variety of plot sizes starting from 84 sq. m (100.46 sq. yd).
- Directly accessible from NH-48.
- Development allowance for Basement + Ground + 4 Floors.



Artistic Impression

## EBD 83: A PERFECT BLEND OF AESTHETICS AND NECESSITIES



### Convenient Parking Structure

Well-thought infrastructure with ample parking space along with smooth vehicular traffic management.

### Water Features

Water features within the development that augment the shoppers' experience.

### AI Fresco Seating Spaces

AI fresco seating here makes this a desirable location for cafes and fine-dining restaurants, especially so because of the elite residents of the neighbourhood.

### Ingenious Planning

Adequate power backup for common areas and 24X7 security so that work, business & life goes on undisturbed.

### EV Charging Stations

Owing to highway traffic pit stops, EV charging stations also caters to the refuelling requirement of the travellers while they enjoy their detours.





# HIGHWAY RETAILING WITH A SUPPORT CATCHMENT LIKE NO OTHER

Sector-83 is a part of new Gurugram which is a bustling neighbourhood with a well-developed social infrastructure and flourishing residential projects, schools, and business centres nearby ensuring businesses at EBD 83 get the attention they deserve. Also in 2023, the first half of the year saw many residential project launches with 62%\* of them being in New Gurugram.



\*Source: JLL Research, 2023.



## OFFICE SPACES:

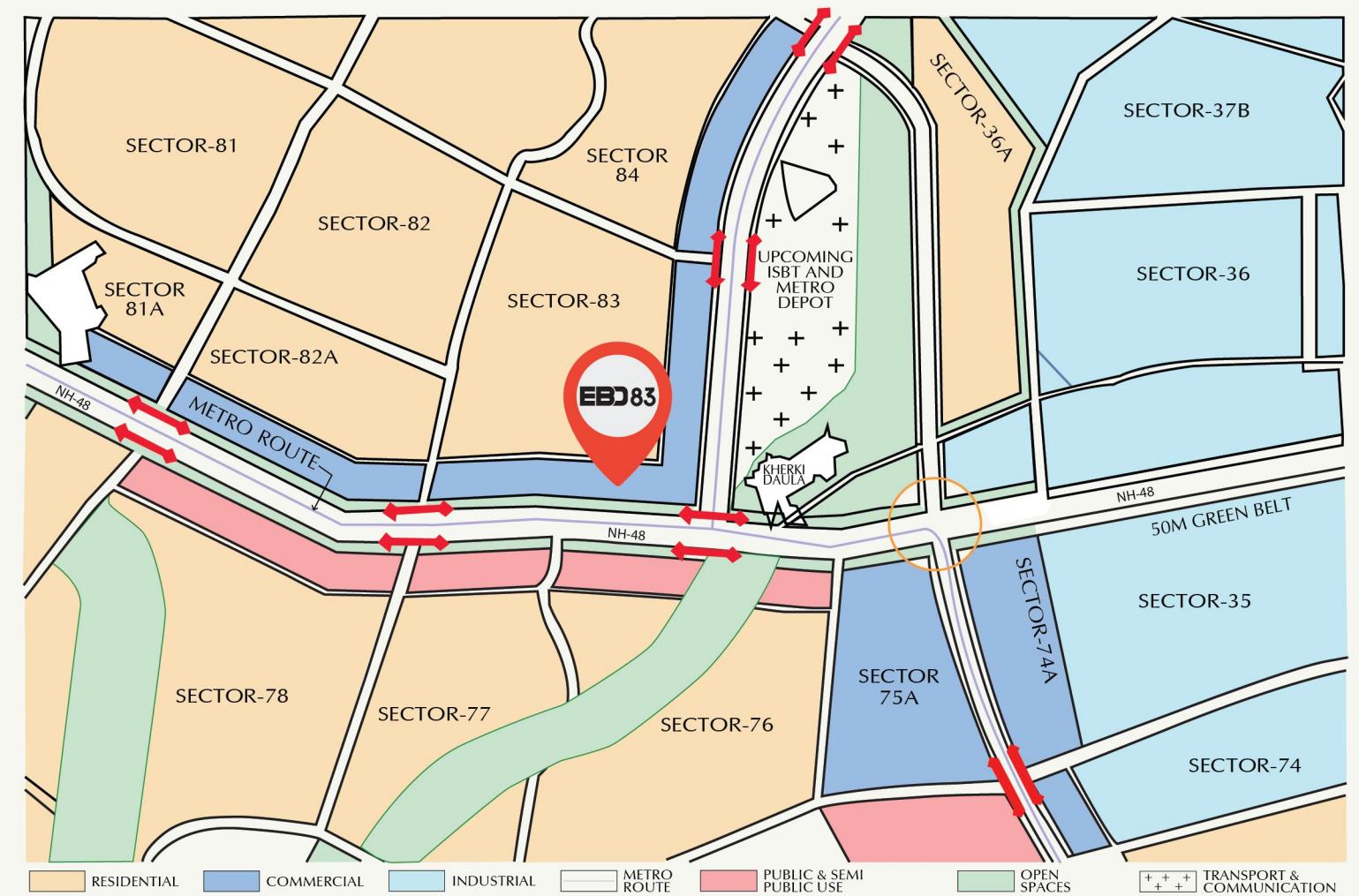
- Vatika Business Centre – 1.6 km
- Tata Consultancy Services – 4.7 km
- Corporate Greens – 5.4 km
- American Express – 4.2 km
- Manesar Industrial Area – 5.5 km
- Candor TechSpace – 9 km

## RESIDENTIAL NEIGHBOURHOODS:

- Emaar Palm Gardens – 0.6 km
- Vatika Lifestyle Homes – 1.9 km
- Primus – 2.8 km
- Privana South – 4.6 km
- 2 New Group Housing with approx. 1600+ families coming up in the vicinity

## HOSPITALS:

- Genesis Hospital – 3.6 km
- Arc Multi-Speciality Hospital – 5.8 km
- Aarvy Healthcare Super Speciality Hospital – 6.5 km



Note: Above distances are as per Google Maps.

Map Source: [https://tcparyana.gov.in/Development\\_Plan/ColouredCopy/GURUGRAM\\_FDP\\_2031.pdf](https://tcparyana.gov.in/Development_Plan/ColouredCopy/GURUGRAM_FDP_2031.pdf)



# LOCATION MAP



## LEGENDS

- HOSPITALS
- SCHOOL
- EMAAR PROJECTS
- RESIDENTIAL
- COMMERCIAL
- OFFICE SPACES
- OTHERS

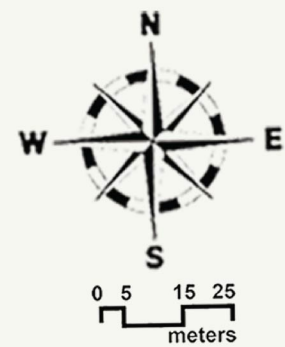


# PLAN YOUR HIGHWAY RETAILING SUCCESS HERE

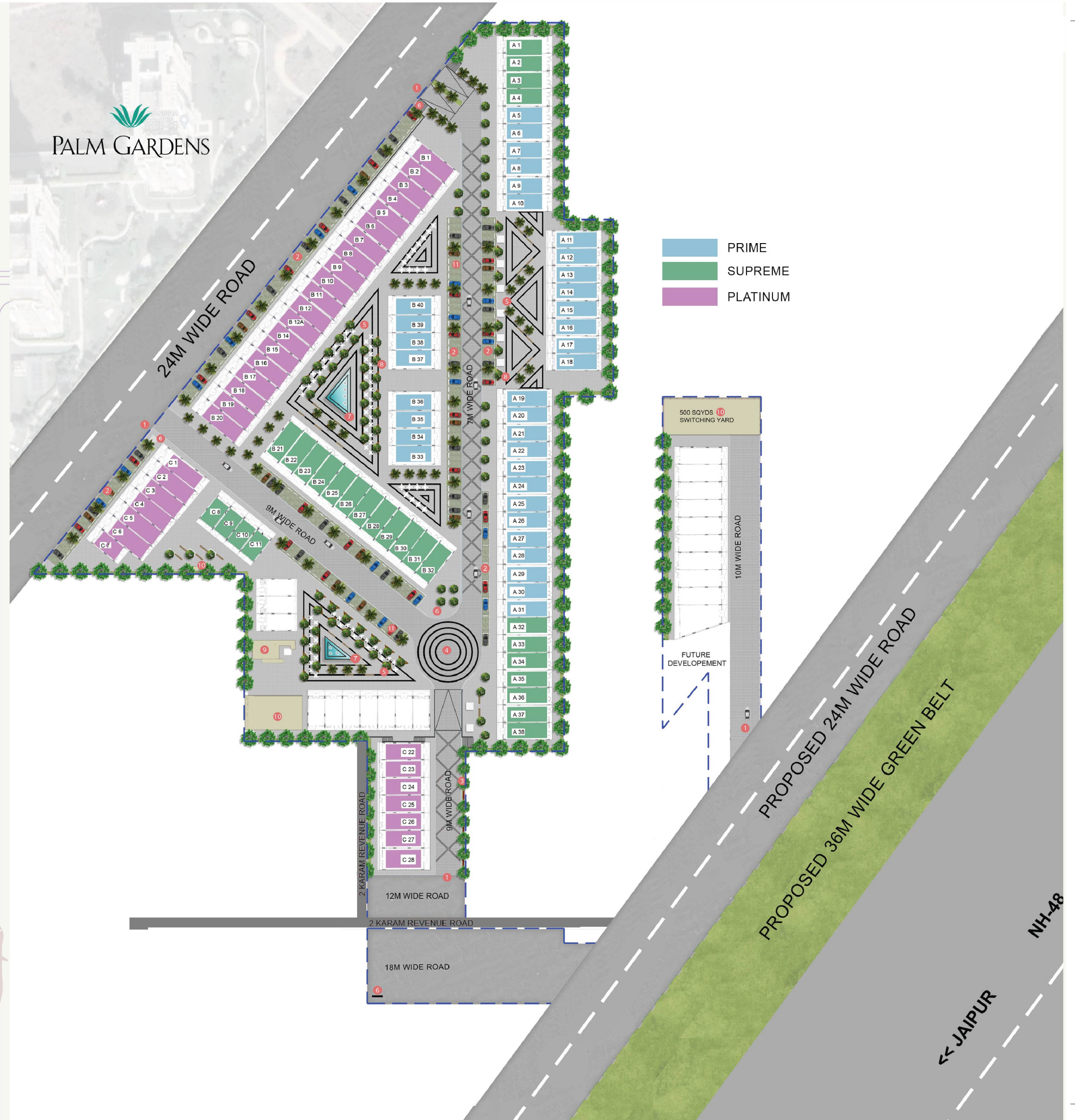
**PALM GARDENS**

## LEGENDS

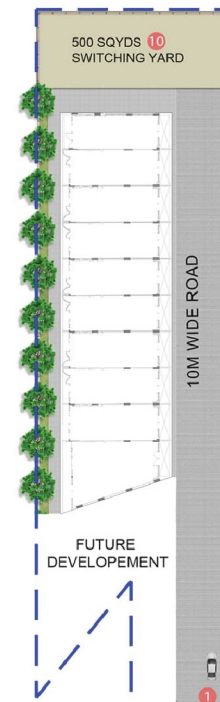
1. Entry/Exit
2. Parking
3. Graffiti wall
4. Cobble intersection
5. Plaza
6. Totem/Signages
7. Waterbody (with jets)
8. Seating with planters
9. Utility
10. Services
11. EV charging stations



Site Map: Not to scale



- PRIME
- SUPREME
- PLATINUM



PROPOSED 24M WIDE ROAD  
PROPOSED 36M WIDE GREEN BELT

← JAIPUR  
NH-48

# EMAAR

INDIA

One of the most trusted and admired real estate groups worldwide, Emaar stands synonymous with thoughtful architecture, excellent engineering and impeccable execution. With proven competencies across a portfolio commercial, residential, retail, hospitality and leisure, Emaar is a well-recognised name, known for its iconic assets in Dubai and other international markets. Emaar India carries its global legacy with a portfolio of remarkable residential and commercial spaces across the country, viz. Delhi/NCR, Mohali, Lucknow, Indore, and Jaipur.

