

A grayscale architectural rendering of a modern building interior, featuring a large red diagonal overlay. The scene depicts a spacious, open-plan area with a high ceiling, large windows, and a central walkway. The red overlay is a large, semi-transparent triangle that points downwards from the top left towards the bottom right, partially obscuring the architectural details. The text 'rave design llp' is centered within the red area in a white, sans-serif font.

rave design llp



Any building is a specialised activity with specific needs regarding customer experience, overall circulation, vehicular circulation, functionality & beauty, MEP services requirements and planning efficiencies. All the above elements are extremely critical and need to be well orchestrated to get a successful building. Any building is also a long-term investment which needs to be an aspirational experience as the city and competition dynamics evolve.

**Any building is not
a mere
transactional
space**

**Its all about
people**



We work closely with the Owner/ Developer becoming the owner's representative.

We understand their needs and match it with the market requirement.

At RaveDesign we believe in collaborating with experts and like minded people to give the client a real value proposition.

In short the client gets a complete package starting from positioning of the property to fitting out all spaces...

Our Proposition

rave design



Among the Principals we have more than 35 years of real estate projectsexperience.

This experience spans over various category of building categories and all aspects of design such as architecture, interiors, signages, landscaping & lighting.

We bring in a comprehensive know how to the development

OUR STRENGTH

rave design

PRINCIPALS



Rajan Vernekar

Co-founder

He has a Master's Degree in Design from IDC, IIT, Bombay.

Over three decades of experience of working with top management in Indian real estate at Strategy & Leadership Levels, Design Management, Product Innovation & Design.

Veteran in shopping centre industry, worked in multiple fields before entering real estate in 2004, Head of Design at Everstone Fund, experience in Middle East, worked on some of India's premier mixed use projects before setting up his own company. Well known in retail community & architects community too. He is often called as guest speaker, external jury in various platforms.

He is soft spoken, has a fantastic sense of humour, blazingly creative and spiritual at heart!

PRINCIPALS

Co founder

An architect, over 30 years of experience in Design & Education Niche segment- Retail Excellence, User Experience & Design



Sangeeta Vernekar

Seasoned leader, who works closely with top management & clients to design build some world class properties. This involves feasibility, conceptualization, design management -guiding the teams for master-planning, architecture, interiors, way-finding signage to fitting out. The advisory has been built on three decades of experience in consumer insight, strategic thinking, aiming for excellence and developing brand experience. Has led large teams with Director level responsibilities in real estate industry. Has worked across sectors such as large-scale mixed-use assets with retail & shopping centres, commercial, hotel & residential. Properties.

A pioneer in shopping centre industry of India & was a core team member of launching some of India's best retail destinations for Inorbit Group & Phoenix Group including Palladium malls & all the Phoenix Market cities. Managed Retailers Relations for all the shopping centers in the group, Marketing Communication Initiatives, Retailers events, etc.

Has worked closely with hundreds of brands on their designs during her journey.

Well known in retail community & design community too. Was a visiting faculty in design school. Likes to talk to people, is warm & friendly loves to learn and organize & solve problems.



Design Development Advisory

Master Planning & Architecture

Interiors

Signage Design

Place making

Tenant Design Approvals

Fit-Out Management

**RAVEDESIGN
VERTICALS**

rave design

CURRENT PROJECTS

- Architecture & Interiors for Mall in Lonavla
- Master planning 22 acres land in Sholapur, Maharashtra
- Proposed residential towers in Sholapur, Maharashtra
- Proposed school in Sholapur, Maharashtra
- Proposed premium sports facility in Sholapur, Maharashtra
- Upgradation of mall in Nagpur
- Signage for Mixed use property with mall, hotel, banquet & commercial at Udaipur
- Food Court for a mall in Gurgaon

**Projects in
various
state of
execution
at present**

- Food Court – architecture & interiors for a shopping centre at Delhi
- Food Hub-Terrace Development- architecture & interiors of a shopping centre at Kalyan
- Fit out Management at 3 shopping malls pan India
- Tenant Design Approvals for 5 shopping malls
- Way Finding Signage Design for a mixed use property (with mall, hotel, office block) at Udaipur
- Way Finding Signage & Placemaking Design for a shopping/food hub at Tier II city in Maharashtra
- Signage design for World Bank Group



**PAN INDIA
FOOTPRINT**

rave design

IMAGE SHOWN IS FOR REPRESENTATION ONLY



TAPADIA CITY CENTRE

VIVIANA

ENDLESS DISCOVERIES



KEY CLIENTS

Handled under Rave Design

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PROJECTS

As part of Senior Experience by both of the Founders before forming RaveDesign

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ARCHITECTURAL DESIGN FOR GREENFEILD PROJECTS

- Master planning
- New concept Development
- Coordinating with MEP, structural, landscape & lighting consultants
- GFC Drawings & BOQs
- Support During Execution
- Interiors of common areas

SERVICES

rave design



REVIVING UNDER PERFORMING ASSETS

- Design Audit of common areas
- Design Audit of Trading Stores
- Circulation Audit
- Modifications to improve sight lines
- Conceptualizing & Designing of key areas such as atrium /food-court /washrooms /themed areas /courtyards etc
- Remodelling facades /exteriors as required
- Re working on signages

SERVICES

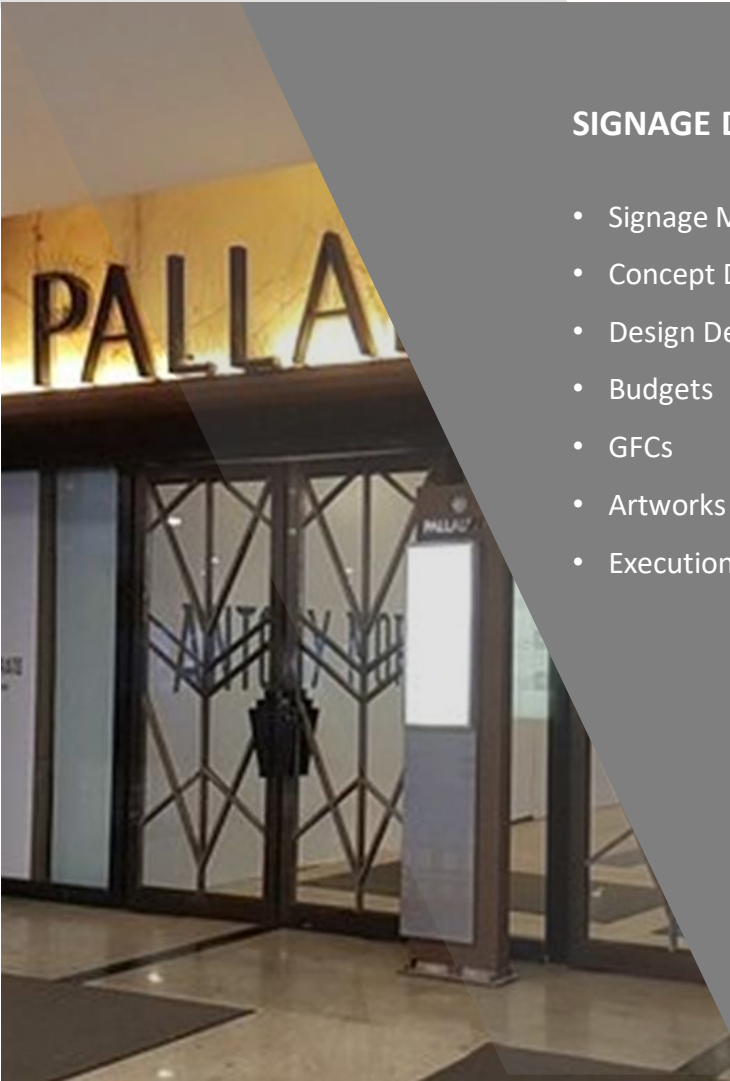
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INTERIOR DESIGN

- Concept Design
- 3D views
- Detailing
- GFCs
- BoQs
- Material Selection
- MEP
- Site Inspection

SERVICES



SIGNAGE DESIGN

- Signage Mapping
- Concept Design
- Design Detailing
- Budgets
- GFCs
- Artworks
- Execution Support

Exterior Signage

- Pylons/Totem poles
- Way finding
- Entrance names

Façade Signages

- Building / Project name

Interior Signage

- Directories at entry points
- Totems signages at key locations
- Level Directories for Lifts/Escalators
- Utilities signage in service areas

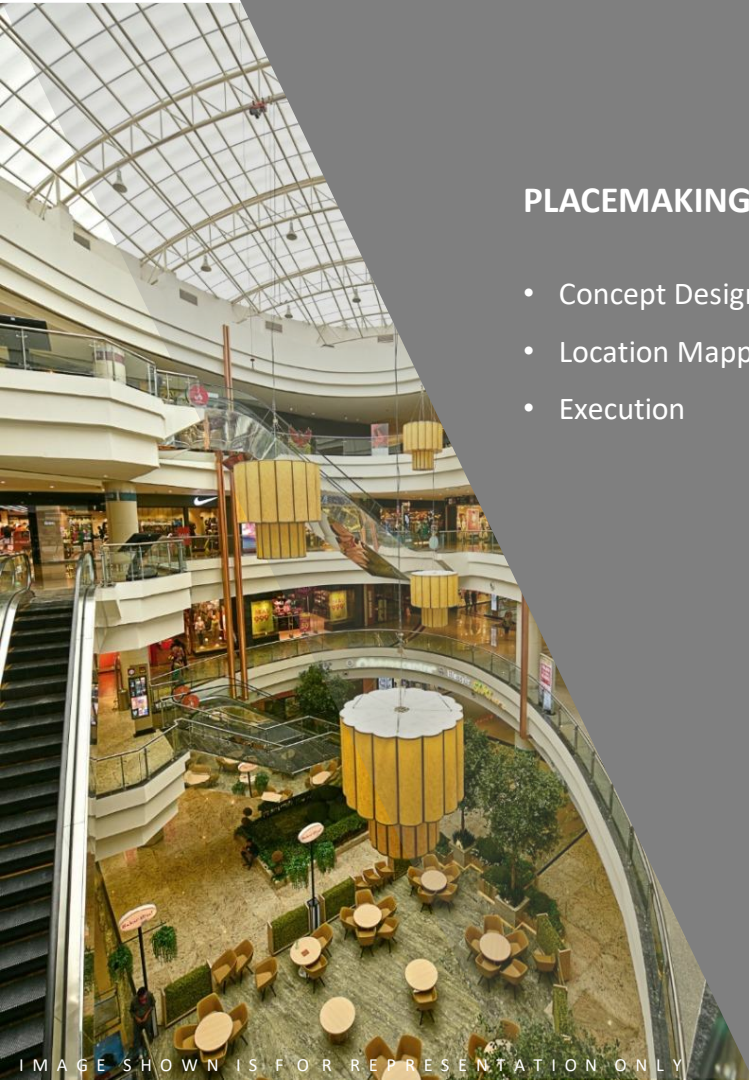
Parking Areas

- Way finding signages

SOH Signages

- SoH signage
- LED screens

SERVICES



PLACEMAKING

- Concept Design
- Location Mapping
- Execution

Unique Curated Areas:

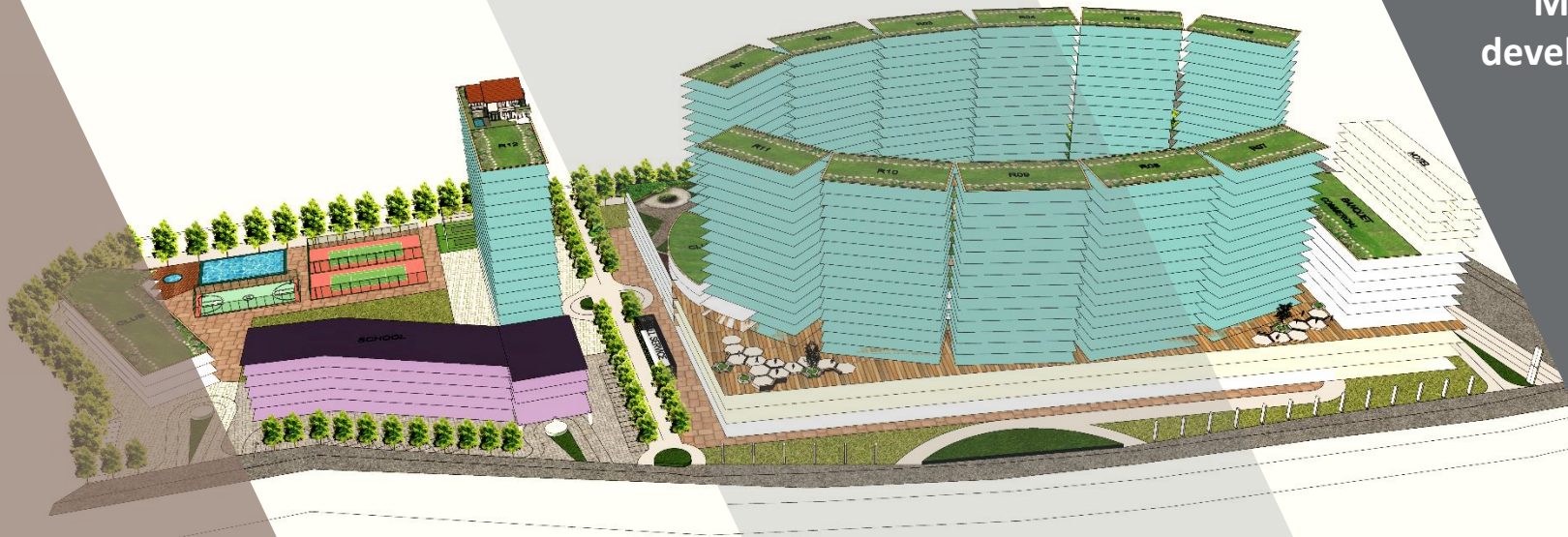
- Lounges
- Libraries
- Play areas
- Garden cafes
- Street art gallery
- Community space

Street Scape:

- Sculptures
- Art Elements
- Streetlights
- Bollards
- Seating
- Trash Cans
- Bus Shelters
- Cycle Stands
- Kiosks
- Directories
- Railings
- Super Graphics

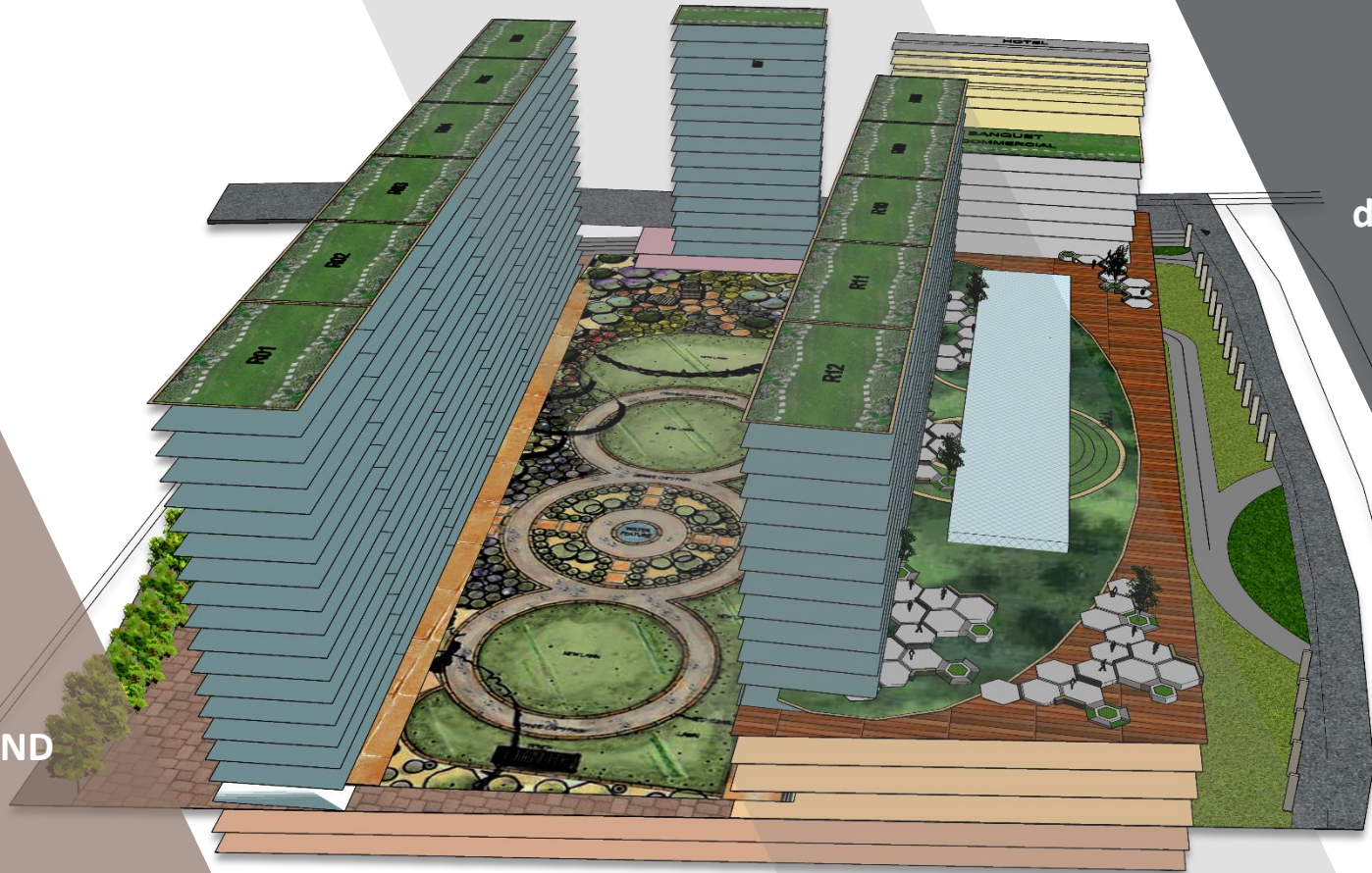
SERVICES

Mixed use
development



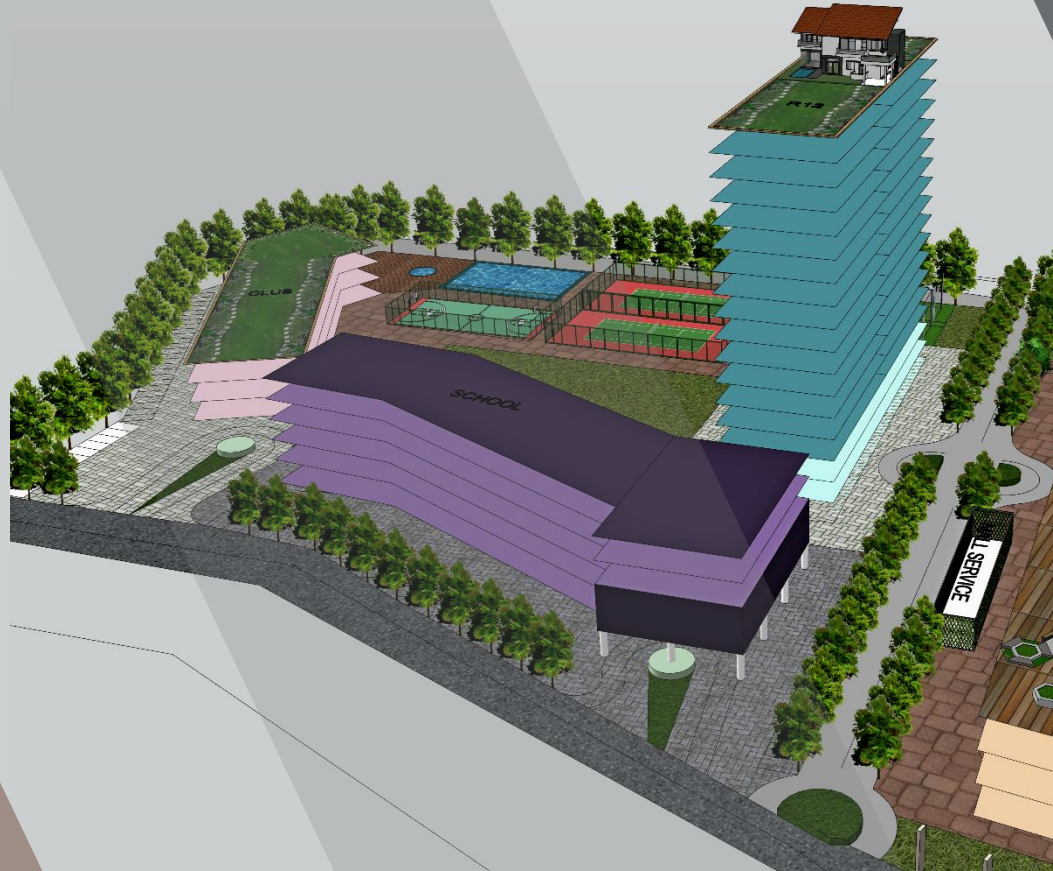
MILL LAND
W.I.P.

MILL LAND
W.I.P.



Mixed use
development

MILL LAND
W.I.P.



Mixed use
development

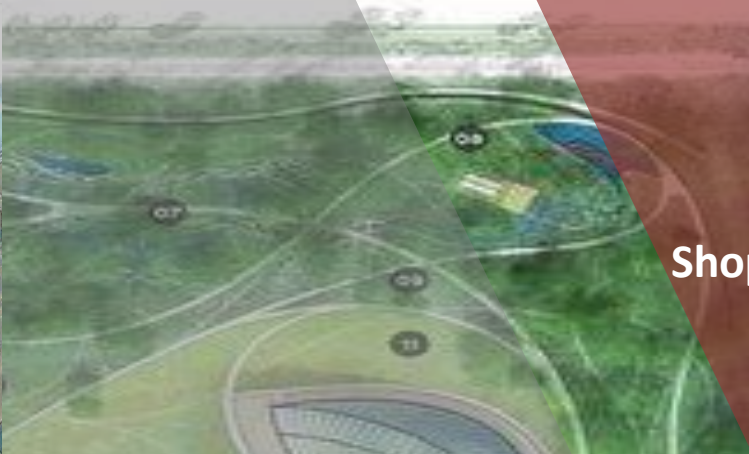


Shopping centre

- Architecture
- Interiors
- Signage
- Fit out management

LONAVALA MALL

Maharashtra

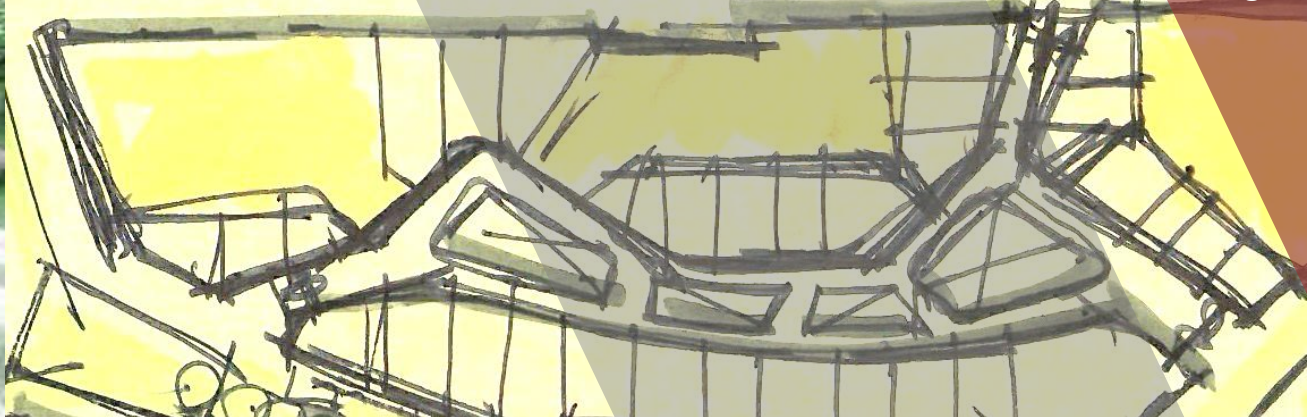


Shopping centre

- Architecture
- Interiors
- Signage
- Fit out management



Maharashtra



Highway Rest Stop
W.I.P.



Highway
Rest Area
Design



**Mall
Terrace
Architecture**

**LODHA
Xperia mall**

FOOD COURT TERRACE

**3 Roads Mall
GURGAON**





Petals

Chaat
Pizza
Juices
Punjabi
Chinese
Biryani
South Indian

FOOD COURT
TERRACE

3 Roads Mall
GURGAON

FOOD COURT TERRACE

3 Roads Mall
GURGAON





Design Advisory for
Architecture, interiors,
refurbishment

Phoenix Marketcity, Pune

Design Management for interiors,
lighting, signage,
refurbishment & re-positioning

PUNE

GATE 1
PHOENIX MARKETCITY
SECURITY
NO ENTRY
EXCEPT AUTOS

**Phoenix
Marketcity,
Kurla**

**Design Management for architecture,
interiors, lighting, signage,
refurbishment & re-positioning**



Highstreet
Phoenix,
Mumbai

Design Management for
interiors, signage, lighting,
refurbishment & re-
positioning



Design Advisory for
repositioning & events,
marcomm

Palladium
Mumbai

Design Management for,
refurbishment & re-
positioning, signage



Inorbit,
Cyberabad

Design Management
for architecture,
interiors, signage,
lighting



**Design Management for
architecture, interiors,
signage**

**NORTH
VASHI**



Inorbit
Vadodara

INORBIT
VADODARA

Design Management for
architecture, interiors



Viviana Mall,
Thane

**Design Advisory for
architecture, interiors,
circulation, catchment
study, traffic analysis, org
structure, event calendar.
marketing**



Centre
Square,
Vadodara

Design Advisory for
architecture, interiors



**Gulmohar
Park, A'bad**

**Design Management for
architecture, interiors,
lighting, signage**



Pink Square,
Jaipur

Design Advisory for
architecture, interiors,
lighting, signage



Prestige
Forum,
Mangalore

Market research
/ Analysis



Prestige Forum,
Hyderabad

Prestige mall,
Hyderabad

Market research
/ Analysis



Ivanhoé Cambridge

Ivanhoe Cambridge India:
Mandate was to scout
for malls to invest in,
across India.

Work involved reviewing
multiple properties and
recommending various
kinds of modifications,
changes to make the
malls viable to operate
efficiently

**Ivanhoe
Cambridge**




Cosmos Mall Siliguri



Converting
Commercial building
into a mall, Interior
design, Signage
design, Zoning,
Merchandise Mix

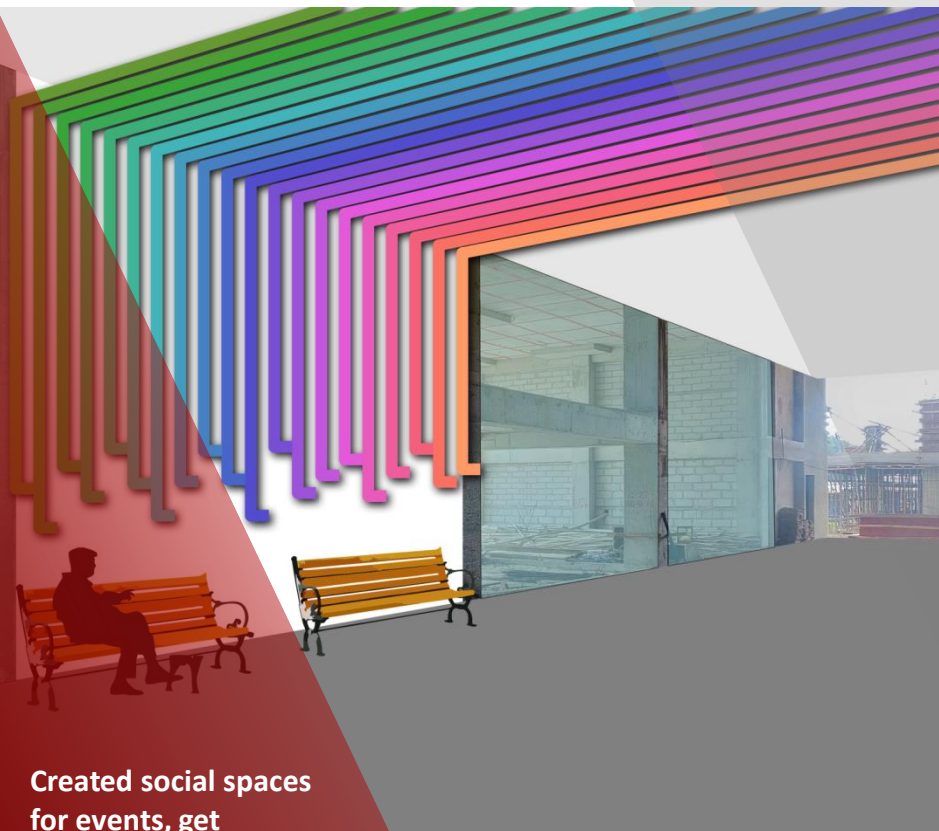




Placemaking
Created social spaces
for events, get
together



Social Street



Created social spaces
for events, get
together



Social Street



TVH MALL
Chennai

TVH GROUP

Design Advisory for
architecture, interiors,
circulation, signage, lighting

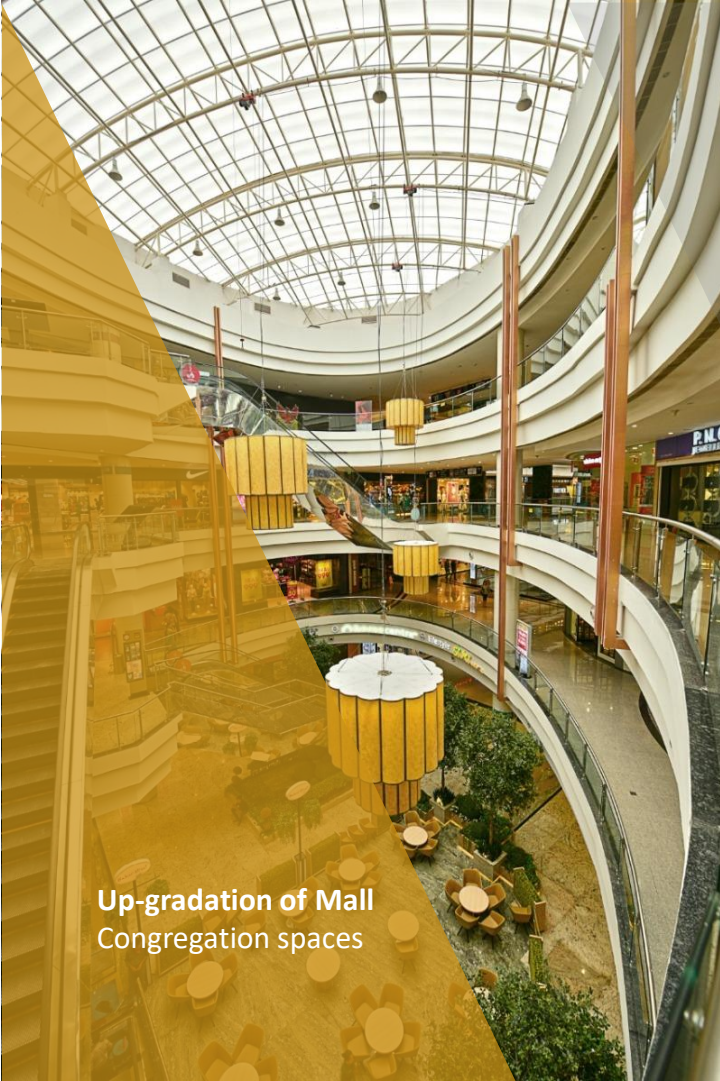
TVH MALL
Coimbatore





Viviana Mall,
Thane

Placemaking &
Mall Upgradation



**Up-gradation of Mall
Congregation spaces**



**MARKETCITY
PUNE**



R City
Mall

Mall Design Advisory,
Criteria Document,
Tenant Design Approvals,
Fit-out Management

EVENTS &
PROMOS



Instrumental in
creation of Liberty
Square event space at
Phoenix Marketcity,
Pune





EVENTS & PROMOS

Created spaces for events and promos. Arranged for events as part of the annual calendar





Instrumental in creation
of event space at High
Street Phoenix, Mumbai



EVENTS & PROMOS



Created spaces for events and promos. Arranged for events as part of the annual calendar



Instrumental in creation
of high revenue signage
& display spaces at
various properties



EVENTS &
PROMOS



EVENTS &
PROMOS

Instrumental in creation
of aesthetics of décor,
promos etc

Senior experience



EVENTS & PROMOS

Instrumental in
placemaking &
installations

Mall Decor, up-gradation of common areas



Lodha Xperia

CLIENT SPEAK



Rajiv Malla

Aug 2018 onwards, CEO, Runwal Group, Mumbai

2011-2018-Director, Phoenix Marketcity, Pune

Phoenix Marketcity was open to public for a couple of years when we decided to upgrade the common areas.

Rave Design successfully carried out the design management of this project. They led the design vision, collaborated with multiple external consultants & internal teams to design and develop each part of the mall, bringing a very opulent feel to the mall.

We had an open to sky courtyard (at the heart of the mall) which was underutilized. As part of the upgrade, the courtyard was redeveloped as a miniature identity in itself and was done up beautifully. It's a great success today with spill over seating of restaurants and event spaces & a large screen. Rave Design played a key role in conceptualizing & designing this.

They were our trusted design consultants in the entire process. Together we also created various mall experience opportunities in the common areas which led to the mall becoming a 'place' instead of just a space.

I would recommend Rave Design highly as design specialists - they bring tremendous value to the table as they prove themselves to be domain experts in design and leveraging design aspects to be a business transformational tool.

CLIENT SPEAK

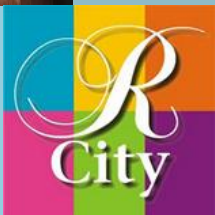
Ravedesign, led by Rajan and Sangeeta, was instrumental in achieving design excellence in launching Esplanade One Mall, Bhubaneswar.

In our early stage they also helped across the 7 Nexus Malls for retail store design excellence, and also worked with our internal teams seamlessly to get the changes implemented in a timely manner. They provided valuable insights on latest trends in store designs, interacted with all our retailers to uplift the store designs.

Sangeeta and Rajan have an ability to work across retail categories and are not limited by geographies across India. They have been pioneers in mall and retail design; their expertise is backed by a willingness to listen makes their services an even better value proposition. I would highly recommend team Ravedesign.



**Nirzar Jain,
Chief Leasing Officer**



Santush Kumar Pandde, CRRP
Head- R City (R Mall Developers Pvt Ltd)

Rave Design has been our retail design review consultant for a long period of time.

They have been instrumental in helping us execute top notch retail designs that are innovative, relevant and modern.

Such good store design has helped us to keep pace with trend and position ourselves as one of the best in our industry.

Their strengths are their knowledge, pragmatic solutions and passion for what they do. They provide most efficient design keeping in mind a great customer experience and destination.

Best regards,
Santush Kumar Pandde, CRRP
Head- R City (R Mall Developers Pvt Ltd)

CLIENT SPEAK

CLIENT SPEAK



Abhijit Nikale
Head - Design

I have worked closely with RaveDesign for WayFinding Signage at Seawoods Grand Central Mall, Navi Mumbai, which is one of Nexus Malls flagship asset.

A very unique project, as the mall was already trading and the earlier signages needed a lot of alternations. RaveDesign introduced a fresh scheme with both static and digital signages, which helped us not only for Way finding and also for advertisements and revenue generation.

We chose Ravedesign for their earlier works and would highly recommend RaveDesign as a design consultant for their vast experience in design management and their understanding of retail & customer circulation, which makes it a true win-win for us.

I would also like to mention that they are always accessible and ready to go that extra mile with a smile and warm, which makes the relationship further strong.



The Phoenix Mills Limited

Abhijit Banik

AVP - Retail Design

Sangeeta's association with the Phoenix Group goes a long way, first as the Director- Retail Excellence Team and later as a consultant (Rave Design) working across various projects.

Sangeeta (RaveDesign) led the Way Finding Signage Design for Palladium- Mumbai, High Street Phoenix & Phoenix Marketcity - Pune. She led the multiple aspects Finding Signage Design Management for Phoenix Marketcity Kurla and Palladium- Chennai It is under Mr. Ruid's & her leadership that we see a path breaking signage design at the Phoenix Malls.

Sangeeta is one of the most knowledgeable individuals I have come across in consulting in these fields ; very knowledgeable in international trends in retail, & shopping centre industry, total project development, design planning and team management, with extensive experience in planning theories and concepts.

She is an excellent motivator , it was a pleasure working with her and I highly recommend RaveDesign as valuable consultants to set new benchmarks in design!

CLIENT SPEAK

rave design

CLIENT SPEAK



Suyash Verma

Executive Director

EVERSTONE CAPITAL ADVISORS PVT. LTD.

EVERSTONE

I have worked closely with Rajan Vernekar for the Design Development & Signage for various mixed use projects as part of the Everstone Capital projects.

All these properties were retail led and needed expert design inputs in keeping with the positioning of each property. Rajan drove the complete design management process for these exercises and worked very closely with other teams to deliver superb solutions. This was greatly appreciated by our investors & customers alike.

I would highly recommend Rajan -Rave Design- as a design development consultant; they have a vast experience under their belt and can deliver results along an international standard. And they are very enthusiastic friendly people to work with which is a rarity!

rave design

CLIENT SPEAK



Romil Ratra

**Ex Co-Founder, Director & Chief Everything Officer,
Bellona Hospitality Services Limited, Part of Phoenix
Group**

**Ex Group Director,
Hospitality- Phoenix Mills Limited.**

I along with the Marketing team at the The Palladium hotel worked with Rave Design to create the Way Finding Signage package for the hotel in 2014.

This was a challenge due to the complicated nature of the building itself, as it sat atop the Luxury mall and the real experience started at the Main Lobby at Level 9 of the property and yet we needed to have a fool proof, easy to understand set of directional signages that started at the ground level. The hotel also had multiple elevator banks that went to specific levels as well as an entire separate banquets wing with its own entrance and elevator bank too.

The hotel interiors were already done and this meant that Rave Design had to not just plan the directional signages to ensure that guests could easily find their way around this massive property, but ensure that the aesthetic matched the top class interior design and execute this in a hotel that was already operational. The team at Rave Design developed the complete scheme in line with the brief & executed the entire project to our satisfaction.

2 years later when the property was converted to the regions first St. Regis Hotel almost all of these elements were maintained by the new brand as well with the exception of a few minor changes.

Working with Sangeeta and the team at Rave Design was a great experience as their understanding of the end users requirement, creative ability & design management skills made this task an effortless one. I must add their affable personalities and likeable nature was a big plus.

A grayscale photograph of a busy street scene, possibly a market or a public square, with many people and buildings. A large, semi-transparent red diagonal shape is overlaid on the image, extending from the top-left towards the bottom-right. The text "Thank you!" is centered within this red area.

Thank you!