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rave design llp

FIT-OUT MANAGEMENT

IMAGE SHOWN IS FOR REPRESENTATION ONLY

**A BEAUTIFUL PROPERTY  
DESERVES EQUALLY BEAUTIFUL STORES!!!**



## Services Offered

### **CRITERIA DOCUMENT DEVELOPMENT**

We collate critical to that particular mall and produce a criteria document which becomes a design guide for all the stores that come up

### **TENANT COORDINATION**

Interacting with all tenants, follow ups for designs, resolving their queries, ensuring move-ins etc

### **TENANTS' DESIGN REVIEWS & APPROVALS**

We engage with retailers and their architects during their design stage and improve their design before issuing a design approval. Thus only approved designs can be fitted out at the mall.

We also issue preliminary MEP approval on retailers drawings and coordinate with the Mall Chief Engineer to obtain his final MEP approval.

### **FIT-OUT MANAGEMENT**

We post our fit out team at site as per demand of the project.

### **DESIGN AUDIT OF TRADING STORES**

We conduct & issue design audit reports of trading stores which help the mall management to convince the retailer to undergo renovation.



**Proven  
Expertise**

- Combined experience of over 30 years in fit out coordination
- Worked closely with over 25 shopping centres
- Core team for launch of property for over 14 centres
- Tenant Design review of over 2500 stores
- Worked closely with almost all Indian major brands
- Worked closely with international brands
- Worked with luxury brands
- Proven experience of setting up fit-out coordination processes
- Setting up and driving fit-out teams
- Design development of fit-out criteria



**Rajan**  
Vernekar

### Principals

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. He has launched some of the largest world-class mixed-use developments in India. He was a core team member of Kshitij Advisory for design development of 50 large-scale mixed-use projects in Tier I, II cities of India. He is a pioneer in shopping centre industry of India.

He brings a unique blend of an international experience of the best of design & development processes with a deep understanding of the Indian Mindset & Indian Market. He has Middle East work experience and has experience of collaborating with international architects such as DDG, RTKL, Buchan, Benoy, Walker, Rockwell etc & interacting with Capitaland Singapore and other international agencies like Cracknell, Lunson-Mitchenall etc.

He has set up & led large teams of architects & designers with Director level responsibilities in real estate industry.

He has written for trade magazines and has been panellist for real estate & retail sector conferences. He is associated with IDC IIT Bombay as External Jury for Master Level Thesis & invited to deliver series of talks on design management, retail & lighting design at various platforms. Greatly networked with international & Indian architects & other consultants.

**Objective: raise the bar in design excellence through fabulous destinations & properties**



**Sangeeta  
Vernekar**

35 years of experience in Design, Business Development & Education

**Niche segment- Retail Excellence, User Experience & Design**

Seasoned leader, an architect, 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 centers, commercial, hotel & residential. Also registered as Fellow Valuer of Immovable Properties.

Pioneer in shopping center 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 & Phoenix Marketcities.

**Business Development, Sales, Marketing & Communication :**

Headed Corporate team of Marketing & Communications at Phoenix Group for 2 years.

Handled brand guidelines and website development, selection & coordination of all Mar Comm agencies, budgets, monitoring of execution, ideating properties and designs.

Managed Retailers Relations for all the shopping centers in the group, Marketing Communication Initiatives, Retailers events, Retailers news-letters etc.

Handled Mar-Comm for the Palladium Hotel including logo development, brand guidelines and website development.



*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**

**Nexus  
Malls**



*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) was leading the Tenant Design Approval & Fit Out Management at all the 7 malls of Phoenix Group, i.e. High Street Phoenix-Lower Parel, Palladium-Mumbai, Phoenix Marketcity - all 4 locations i.e. Pune, Mumbai, Bangalore & Chennai & Palladium -Chennai (partially). It is due to her leadership that we see a stunning range of stores at all 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!*

**Abhijit Banik**

AVP - Retail Design



The Phoenix Mills Limited

**Phoenix  
Group**





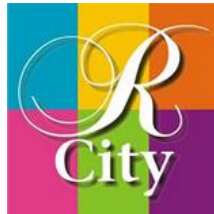
*Rave Design has been our retail design review consultant for a long period of time.*

*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)*



**R City  
Mall**

We at Viviana Malls started working with Rave designs in 2016 and it was during this time that the first cycle of renewals had kicked in , the mall used this opportunity to renovate more than 150 stores .

The mandate for which was so efficiently handled by Sangeeta , Rajan and the team at rave design that not only was it a smooth execution, but they also ensured latest designs and concepts were introduced by all brands in Viviana , the business growth of these renewed brands are a testimony to the hard work which has gone into this exercise ,

Also the relationship with the retailers which has come with their rich experience of two decades makes it a breeze to convince the brands .

They also helps us greatly with our miscellaneous revamp projects in common areas.

**Gurvineet Singh**  
CEO .



**VIVIANA**  
Mall

Senior Experience, Key Clients  
& Projects handled





PUNE  
**Phoenix**  
Marketcities

Criteria Document,  
Tenant Design Approvals,  
Fit-out Management



MUMBAI

**Phoenix  
Marketcities**

Criteria Document,  
Tenant Design Approvals,  
Fit-out Management



CHENNAI

**Phoenix**  
Marketcities

Criteria Document,  
Tenant Design Approvals,  
Fit-out Management



BANGALORE  
**Phoenix**  
Marketcities

Criteria Document,  
Tenant Design Approvals,  
Fit-out Management



Mumbai  
**Palladium**  
Malls

Criteria Document,  
Tenant Design Approvals,  
Fit-out Management





Chennai

**Palladium  
Malls**

Criteria Document,  
Tenant Design Approvals,  
Fit-out Management

## HIGHSTREET PHOENIX - Mumbai

Criteria Document,  
Tenant Design Approvals, Fit-out Management





SEAWOODS GRAND CENTRAL  
– Navi Mumbai

## Nexus Malls

Tenant design Approvals,  
Fit-out Management



ELANTE MALL– Chandigarh

**Nexus**  
Malls





AHMEDABAD ONE– Ahmedabad

**Nexus**  
Malls



MALL OF AMRITSAR– Amritsar

**Nexus**  
Malls



WESTEND MALL– Pune

**Nexus**  
Malls





TREASURE ISLAND– Indore

**Nexus**  
Malls





TREASURE ISLAND NEXT– Indore

**Nexus**  
Malls



**Forum  
Malls**

**ESPLANADE MALL - BHUBANESWAR**

Tenant design approvals, Fit-out Management



**APARNA**  
Group

APARNA  
MALL -  
HYDERABAD

Tenant design approvals  
& Fit out Management



**L&T  
Malls**

**L&T MALL -  
HYDERABAD**

Tenant design approvals



**L&T  
Malls**

**L&T MALL -  
HYDERABAD**

Tenant design approvals



## KW Delhi 6, Ghaziabad

Criteria Document,  
Tenant Design Approvals, Fit-out Management



**KW Delhi 6**  
**Ghaziabad**



3 Roads Mall by  
Reach, Gurgaon

**3 Roads  
Mall, Gurgaon**

Criteria Document,  
Tenant Design Approvals,  
Fit-out Management



## Northgate Mall Doha, Qatar



Senior Experience Criteria Document,  
Tenant Design Approvals, Fit-out Management



VIVIANA MALL- Thane Criteria Document, Tenant Design Approvals,





XPERIA MALL -  
Palava

**Lodha**  
Group

Criteria Document,  
Tenant Design Approvals,  
Fit-out Management



COMMERCIAL-  
Thane

**Lodha**  
Group

Tenant design  
approvals,  
Fit-out coordination



R-CITY MALL  
- Mumbai

**Runwal**  
Group

Tenant design Approvals,  
Fitout Management



R-MALL - Thane

**Runwal**  
Group

Tenant design Approvals,  
Fit-out Management



**KALPATARU**  
Group

**KORUM MALL-Thane**  
Tenant design approvals



## MALAD

Fit-out criteria  
and Fit-out  
Management



## VASHI

Design Management –  
Architecture, Interiors,  
Signage Design & Fit-out  
criteria and Fit-out  
Management

## Inorbit Malls

\*Senior Experience

## Key Clients & Projects handled

### IN ALPHABETICAL ORDER

- 3-Roads Mall, Gurgaon
- Esplanade, Bhubaneswar
- Inorbit Malad,
- Inorbit Vashi
- Inorbit Hyderabad
- Inorbit Pune
- Korum Mall, Thane Mumbai
- KW Delhi6 Mall, Ghaziabad
- Muscat Grand Mall, Oman
- NEXUS MALLS – Ahmedabad
- NEXUS MALLS – Amritsar
- NEXUS MALLS – Elante
- NEXUS MALLS – Seawoods
- NEXUS MALLS – TI, Indore
- NEXUS MALLS – TI Next, Indore
- NEXUS MALLS – Westend Pune
- Northgate Mall, Doha
- Palladium Mall Chennai
- Palladium Mall, Mumbai
- Phoenix High Street, Mumbai
- Phoenix Marketcity Bangalore
- Phoenix Marketcity Chennai
- Phoenix Marketcity Kurla
- Phoenix Marketcity Pune
- R-City Mall, Ghatkopar
- R-Mall, Thane
- Viviana mall, Thane Mumbai
- XPERIA Mall, Palava, Mumbai





## ABOUT DESIGN EXCELLENCE

**THE CLIENT'S VISION**

to create world class 'A Grade Shopping Centre Retail

These stunning properties will transform the lives of customers!



**TRANSFERRING THIS  
VISION TO RETAILERS**

a mall will look as  
good as its stores!

- to create world class 'A Grade stores
- To drive innovation & international trends in the store designs
- To design & build great looking stores & to use superior quality materials
- Only then the will mall truly look international

Every brand has their design set; why would they change for us?

This is the first question that pops up in our minds...

- Just like there is a set design for the brands, the Mall also has it's own positioning to protect
- Mall is foremost a trading place; hence it is imperative to get the best of store designs
- It's a proven fact that great design is a great business tool



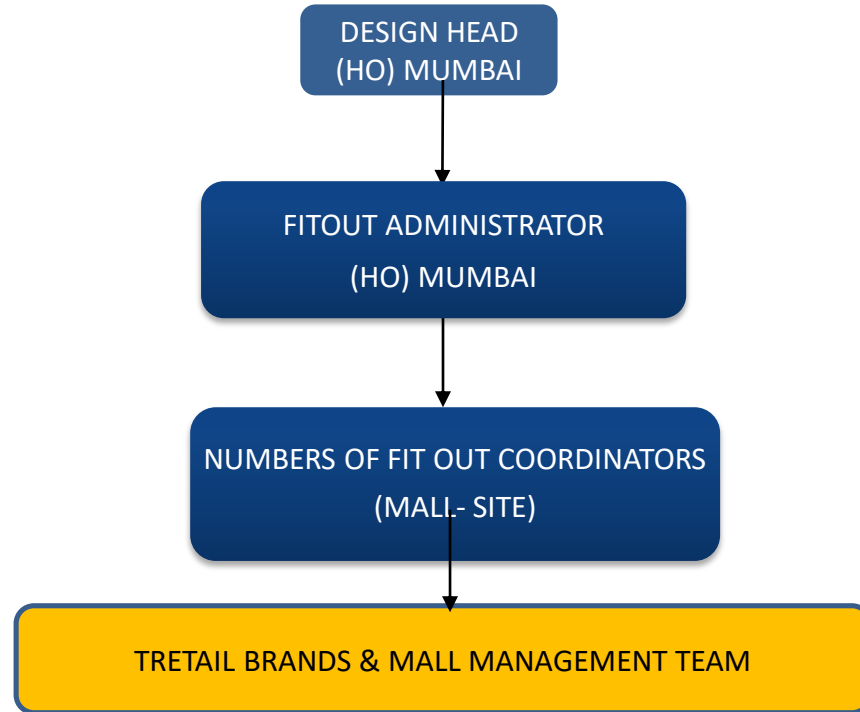
## WHY RAVE DESIGN?

Having been first movers in the Mall industry, we come with an in depth knowledge of Mall & Retail design and Fit-outs

## WHY WOULD TENANTS COOPERATE?

Being Retail Designers ourselves, we know the nuances of store design and secondly, we have worked closely with most of the top brands in India.

Our retail design clients include **Relaince Retail, Aditya Birla Group, Madura Brands, Shoppers Stop, Central, Big Bazaar, Jashn, Peora, Prisma, Trends, John Players** among so many others ...



1. Take hand over of the owner from the leasing/sales team post LOI
2. Issue Welcome Kit to the owner
3. Resolve queries by owner/ his design team for the design
4. Follow up with owner on Design Docket
5. Escalate any delays in obtaining Designs to Leasing/Sales Team
6. Generate and circulate MIS of owners fit outs to key stake holders
7. Conduct weekly tele/video conference meets with Leasing/sales Team
8. Verify & check if owner has issued Complete Design Dockets
9. Follow up & obtain any missing drawings from the owner.
10. Issue owner tenant's MEP drawings (after preliminary MEP approval) to Mall Engineering team and obtain final MEP approval.
11. Issue final MEP approval to owner
12. Once Rave Design team issue feedback, convey the same to owner
13. Obtain revised Design Docket from owner in conformity to the feedback.
14. Once Rave Design team issues design approval then convey the same to owner.
15. Issue set of approved design to Fit-out Coordinators at Site.

This will be handled by Rave Design Principals & Senior Design Associates.

1. Design reviews, including conducting VC /call design meetings, driving value add in store designs
2. Working closely with the leasing team, mall architects, mall MEP team and management
3. Interacting with the brand representative (owner/architect) to understand the concept and the design intent.
4. Review the proposed design for aesthetics and see how it suits the mall and what value it can add to the overall mall image improvement.
5. Evaluate the design in terms of technical requirement as per the mall criteria & discuss the same with the brand.
6. All aspects of the design will be reviewed.
7. Storefront as well as the rest of interiors: planning, circulation, aisle widths, fixtures, lighting & lux levels, colour schemes & finishes, store heights, false ceiling & flooring detailing etc.

Study of retailer's latest designs and international trends in comparable categories to identify any possibilities of uplifting the designs.



1. Coordinate and manage site visits by owner /their architect for the purpose of fit out.
2. Coordinate & manage joint measurements with owner / his design team/contractor for the purpose of agreement.
3. Resolving owner's queries w.r.t. the site/grey shell
4. Coordinate with Client's Project engineers to ensure completion of grey shell for the purpose of handover
5. Coordinate with the owner's contractor & Clients Operations team for a kick off meeting at the start of fit out.
6. Coordinate with tenant for board out of property and getting it executed before move-in
7. Ensure that the fit out is in accordance with the approved design.
8. Identifying and escalating any deviation from the approved design.
9. Resolve any technical queries /issues during the course of fitout
10. Coordinate with the Client's Project/Engineering/Operations team for regular site inspections of each fit out as per the fit-out processes and generate reports of the same.
11. Develop periodical MIS reports of the fit-outs for the management.
12. Generate Fit Out Completion Report

1. Post LOI, Leasing Team hands over retailer to RD (HO)

2. RD (HO) follows up with Retailer for Drawings

3. Retailer submits designs to RD (HO)

4. RD –HO reviews Retailer Designs

On site measurements by Retailer with along with RD Site Coordinator

5. RD (HO) issues Retail Design & MEP (thru Developer's Chief Engineer) approvals to retailer

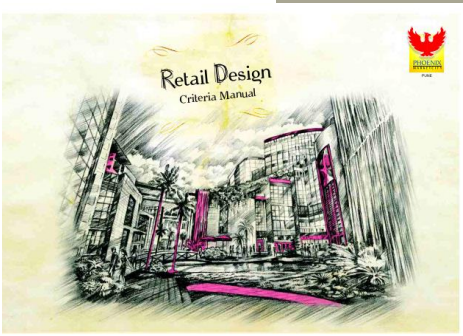
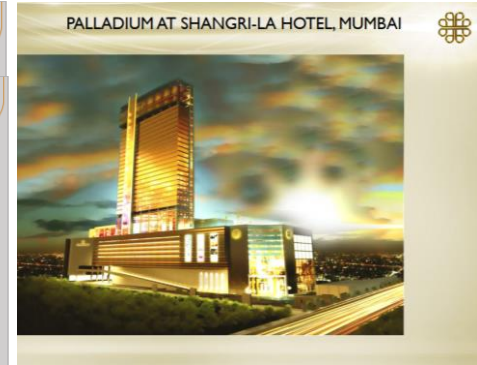
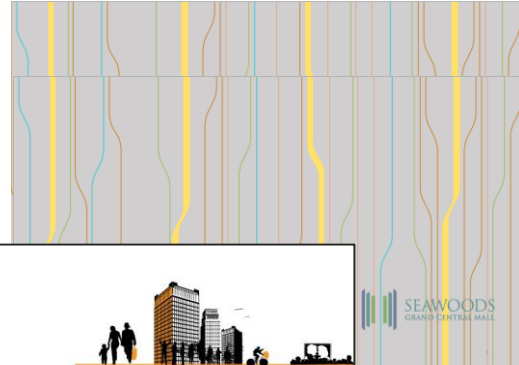
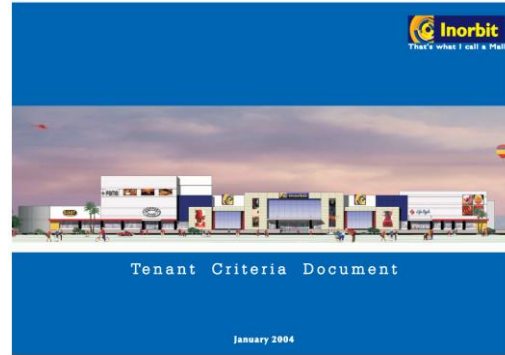
6. RD (HO) issues approved drawings to RD Site Coordinator

7. RAVEDESIGN- FITOUT COORDINATOR To oversee Fit-out for compliance with approved Design, Quality

8. Final Assessment for trading on fit-out completion in coordination with mall Technical team.

**9. Final Clearance for trading by Centre Head**

CRITERIA FOR RETAIL DESIGN





## BEFORE | AFTER

Following slides are 10 sample case studies of the difference we made in retailers' designs through an interactive design review & approval process

This is our ***USP!***

Unattractive large backlit



AFTER 3D interesting storefront



**BEFORE** Box signage,  
cluttered look & feel,  
Sub standard lighting

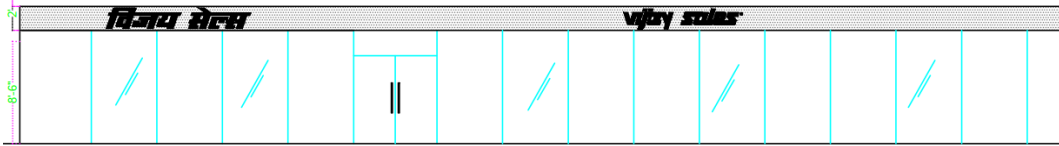


**AFTER**

Open storefront with attractive  
portal, lamps & upgraded look n  
feel, bright warm lighting



BEFORE Glazing with door, closed door format



AFTER

Entrance portal introduced with large partially open storefront, treatment to columns added  
Introduced video wall





BEFORE Dark bulkhead as in other malls



AFTER

3d cut suspended letters, new materials,  
Open & interesting window display  
With railing and  
Brighter lighting



**BEFORE** Glazing with door and old looking store

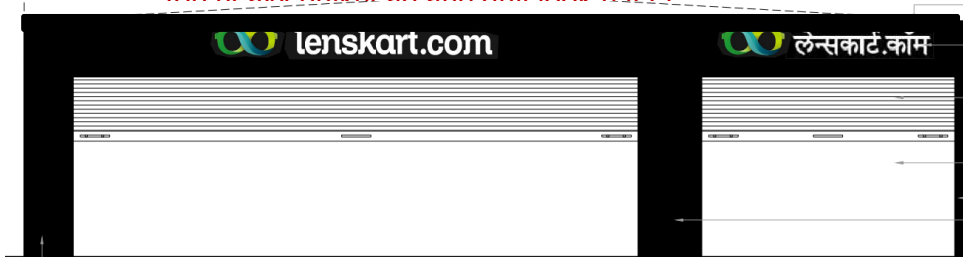


**AFTER**

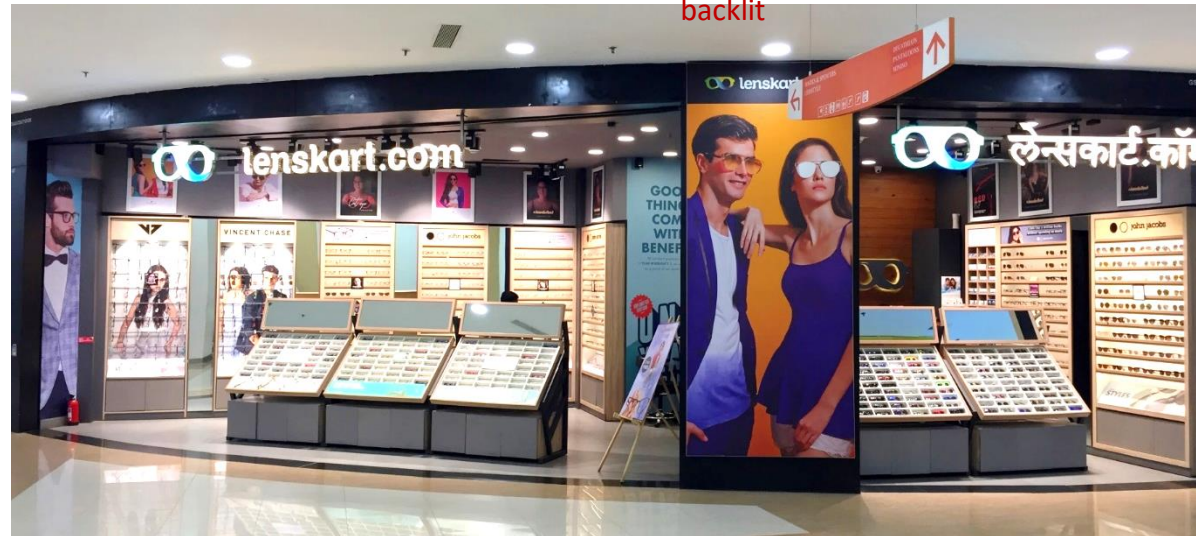
More interesting portal, wider open format entrance and upgraded look n feel



BEFORE Ton heavy bulkhead and dull look n feel



AFTER  
3d cut letters, no bulkhead & nice  
backlit



BEFORE



Heavy bulkhead and unattractive counter, plain ceiling

AFTER





The design was developed working closely with retailer & his architect.

Excellent windows, lighting, detailing and workmanship make this one of the best looking store in the mall.

All design elements are used by retailer for the first time, this is not a repeat design as in other locations.

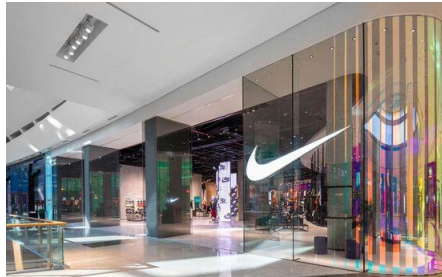


**WE STRIVE TO BRING  
INTERNATIONAL TRENDS IN STOREFRONT DESIGNS**

**Some examples follow...**

OPEN  
STOREFRONTS

GREAT  
LIGHTING IN  
STOREFRONTS



3D  
SUSPENDED  
SIGNAGE

INNOVATIVE  
MATERIALS





ALL INTERNATIONAL QUALITY SOPs FIT-OUT PROCESSES & DOCUMENTATION



Processes  
Pre-fit out  
/ During  
the Fit-out

1. ESTABLISHING CORRECT CORE DRGS

2. RETAILER ACTIVATION

3. DESIGN FOLLOW UP

4. ESCALATION TO LEASING TEAM FOR DELAY

5. CLARITY ON SCOPE OF WORKS

6. COORDINATION FOR SITE READINESS

7. RESOLVING RETAILER ISSUES/ QUERIES

8. DESIGN SUBMITTAL

9. ISSUING DESIGN FEEDBACK

10. DESIGN MEETS/CON CALLS

13. ESCALATION FOR DESIGN ISSUES

12. DESIGN APPROVAL

13. COORDINATION FOR MEP APPROVAL

14. COORDINATION FOR STRUCTURAL APPROVAL

15 HANDLING JOINT MEASUREMENTS

16 HANDLING RETAILER & HIS ARCHITECTS'S MEETS

17 RESOLVING RETAILER ISSUES/ QUERIES

18 CONDUCTING RETAILER MEETS

19 TRACKING & ENSURING SITE IS READY FOR FIT OUT

20 MOVE IN & MOBILIZATION

21 RESOLVING SITE ISSUES


22 MIS FOR ONGOING FIT OUTS

23 INSPECTIONS OF ONGOING FIT OUTS

24 FLS AUDITS OF FIT OUTS

25 ESCALATION FOR DELAY IN FIT OUT

26 NON ADHERANCE TO APPROVED DRAWINGS



## Processes for completion of Fit-outs

FINAL STORE AUDIT

COORDINATION FOR FINAL MEP AUDIT

ISSUE SNAG LIST

CONDUCT MEETINGS WITH RETAILERS PROJECT TEAM & OPERATIONS TEAM

OBTAIN AS BUILT DRAWINGS

ISSUE FINAL FIT OUT CERTIFICATE

HAND OVER DOCKET TO CENTRE HEAD

Prepare and document Incident reports

Adherence to house rules

Quality Check

Accounts

Electricity + Water charges

Fit Out Allowance Settlement

Fitout Maintenance Cost Settlement

Obtain copies for Tenant's licenses for record

List of Formats that need to be adhered to during the fit-out process

Tenant Criteria

MEP Criteria

List of Drawings

Board Out Criteria

House Rules

Idemnity

Hot Works Permit

Insurance

Site Readiness Tracker

Retailers Requests/issues Log

Weekly Inspection Report

MIS Tracker for Leasing & Management

Fit Out Completion Documents

***STUNNING STORES  
MAKE STUNNING PLACES!***

**OUR  
PROPOSITION**

**METICULOUS  
DOCUMENTATION  
& FORMATS**

**PROVEN SOPs  
ALONG  
INTERNATIONAL  
STANDARDS**

**CUTTING EDGE,  
BEST PRACTICES  
IN THE COUNTRY**

**DESIGN  
EXCELLENCE &  
INNOVATION**

