

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

**Project Information Memorandum  
Multifunctional Complex  
At  
Diamond Harbour  
(West Bengal)**

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

## Table of Contents

<b>S. No.</b>	<b>Particulars</b>	<b>Page No.</b>
<b>1.</b>	<b>Disclaimer</b>	<b>3</b>
<b>2.</b>	<b>Project Information</b>	<b>4</b>
2.1	Introduction	4
2.2	Salient Features	4
2.3	Executive Summary	5
2.4	Process Chart	5
2.5	Guidelines For Expression of Interest	6
<b>3.</b>	<b>City Profile</b>	<b>7</b>
3.1	Introduction	7
3.2	Location and Connectivity	8
3.3	Demography	8
3.4	Rail Passenger Information	8
3.5	Retail Scenario	9
3.6	Snapshot of Retail	11
<b>4.</b>	<b>Site Information</b>	<b>12</b>
4.1	Location	12
4.2	Layout	14
4.3	Site Photographs	15
4.4	Plot Details	16
4.5	Suggested Product Mix	16

## **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 No. \_\_\_\_\_ 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.

The information contained in the PIM is selective and is subject to updating, expansion, revision and amendment. It does not, and does not purport to, contain all the information that a Bidder may require. Neither RLDA nor any of its advisers undertakes to provide any Bidder with access to any additional information or to update the information in the PIM or to correct any inaccuracies therein, which may become apparent. Each Bidder must conduct its own analysis of the information contained in the PIM and is advised to carry out its own investigation into the prospects of developing the Site, the legislative and regulatory regime which applies to commercial development in India, and all matters pertinent to the Site and to seek its own professional advice on the legal, financial, regulatory and taxation consequences of entering into any agreement or arrangement relating to the proposed Site.

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 prospects for development of these multifunctional complexes.

### **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

Name of Site	Diamond Harbour
Zonal Railway / Division	Eastern Railway
District / State	24 Pargana (South) West Bengal
Access	No access from Railway Station but kacha road available
Land Area proposed	1286.89 Sq.Mt.
Current status of site	Some small shops nearby
Site Surroundings	North – Kacha Road, Bharat Sewa Ashram Sangh East – Vacant Land West – Abandoned Railway Godown Vacant Land South – Railway Track and Platform
Occupants	Soft Encroachment

## 2.4 Process Chart:



## **2.5 Guidelines for Expression of Interest:**

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. Diamond Harbour - A City Profile**

#### **3.1 Introduction**

Diamond Harbour is in the southern suburbs of Kolkata which is the capital city of West Bengal and a hub of cultural activity. Located on the eastern banks of the Hooghly River which is quite near where the river meets the Bay of Bengal. This small town is a popular weekend tourist spot located in South 24 Parganas district.

Earlier known as Hajipur, this charming place was named Diamond Harbour by the British although currently there are no piers or jetties at this location, except for the ruins of a fort. It used to be considered a safe resting spot for oceangoing ships and offered a spectacular view of the river. After the Rupnarayan River joins the Hughli, the river bends south and widens out to form a huge expanse of water. A little further down, the Haldi River joins it.

In earlier days Diamond Harbour used to be a stronghold of Portuguese pirates. The ruins of the fort of Chingrikhali (locally known as Purano Kella) can still be seen. It is believed to be linked with the Portuguese but some opine that the East India Company built it before they could establish themselves in Kolkata.

#### **3.2 Location and Connectivity**

This small town with a picturesque setting is the gateway to the south-western part of the district leading to such places as Gangasagar, Kakdwip, Namkhana and Bakkhali. Gangasagar is a Hindu pilgrimage site where Hindus perform ablutions to wash away their sins. Bakkhali is gaining in popularity as a beach resort. There is a five star hotel with a magnificent panoramic view of the river at Raichak. Jetties at Diamond Harbour, Raichak and 'Nurpur' provide steamer service to the other bank of the wide river estuary. There are few heritage places in the area like Village Bolshiddhi's Shiv Temple, 3 km away from Diamond Harbour Town. Sarisha hat is a famous and quaint joint. There are many tourist spots nearby such as Ganga Sagar and Route of Kolkata to Haldia by boat.

<b>City</b>	<b>Distance</b>
<b>Kolkata</b>	<b>64 Km.</b>
<b>Bhubhaneshwar</b>	<b>457 Km.</b>
<b>Shillong</b>	<b>1137 Km.</b>
<b>Dispur</b>	<b>1053 km.</b>
<b>Gangtok</b>	<b>730 Km.</b>

### 3.3 Demography

As per the 2011 Census of India, Diamond Harbour had a total population of 41,802, of which 21,050 (50%) were males and 20,752 (50%) were females. Population below 6 years was 3,688. The total number of literates in Diamond Harbour was 32,753 (85.93%).

<b>Total Population:</b>	41,802
<b>Male:</b>	21,050
<b>Female:</b>	20,752
<b>Total Literates (%)</b>	32,753

### 3.4 Rail Passenger Information

Diamond Harbour Railway Station is Located in West Bengal, 24 Paraganas South, Diamond Harbour. It belongs to the Eastern Railway, the Sealdah . Neighbourhood Stations are Gurudas Nagar, Basuldanga and the nearby major Railway Station is Howrah Junction and the airport at Kolkata is Netaji Subhas Chandra Bose Airport .

<b>Average No. of Passengers Dealt per Day:</b>	12,700
<b>No. of Trains per Day:</b>	24
<b>Average Passengers Ticket Earning per Day:</b>	69,000 (UTS) + 67,000 (PRS)

Table: Passenger

### 3.5 Retail Scenario

The retail scenario in Diamond Harbour is all set to boom. Many factors are contributing to this boom. The most important factor is that investors are staking on the consumption-fueled growth of the Diamond Harbour economy, which is going to be encompassing glamorous shopping malls, multiplexes, hotels and entertainment centers. Diamond Harbour may soon open the doors of its retail industry to foreign players and retail giants like such as the likes of Wal-Mart will give a thrust to the demand for commercial space.

### 3.6 Snapshots of Retail in Diamond Harbour



Asoka Cinema Hall



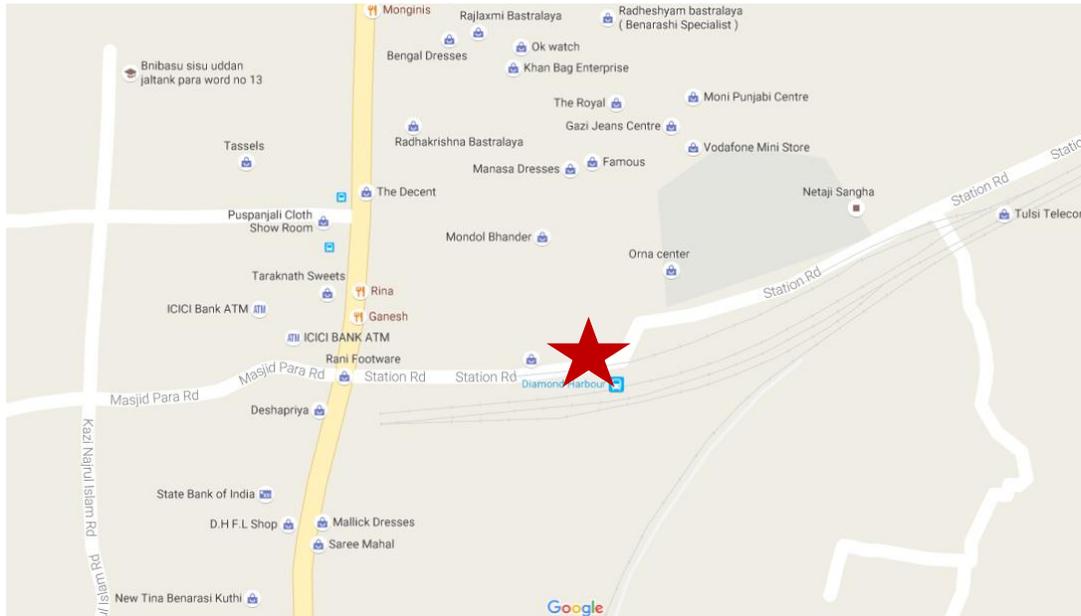
More Supermarket

\*Snapshot of Retail in Diamond Harbour\*

## 4. Site Information

### 4.1 Location

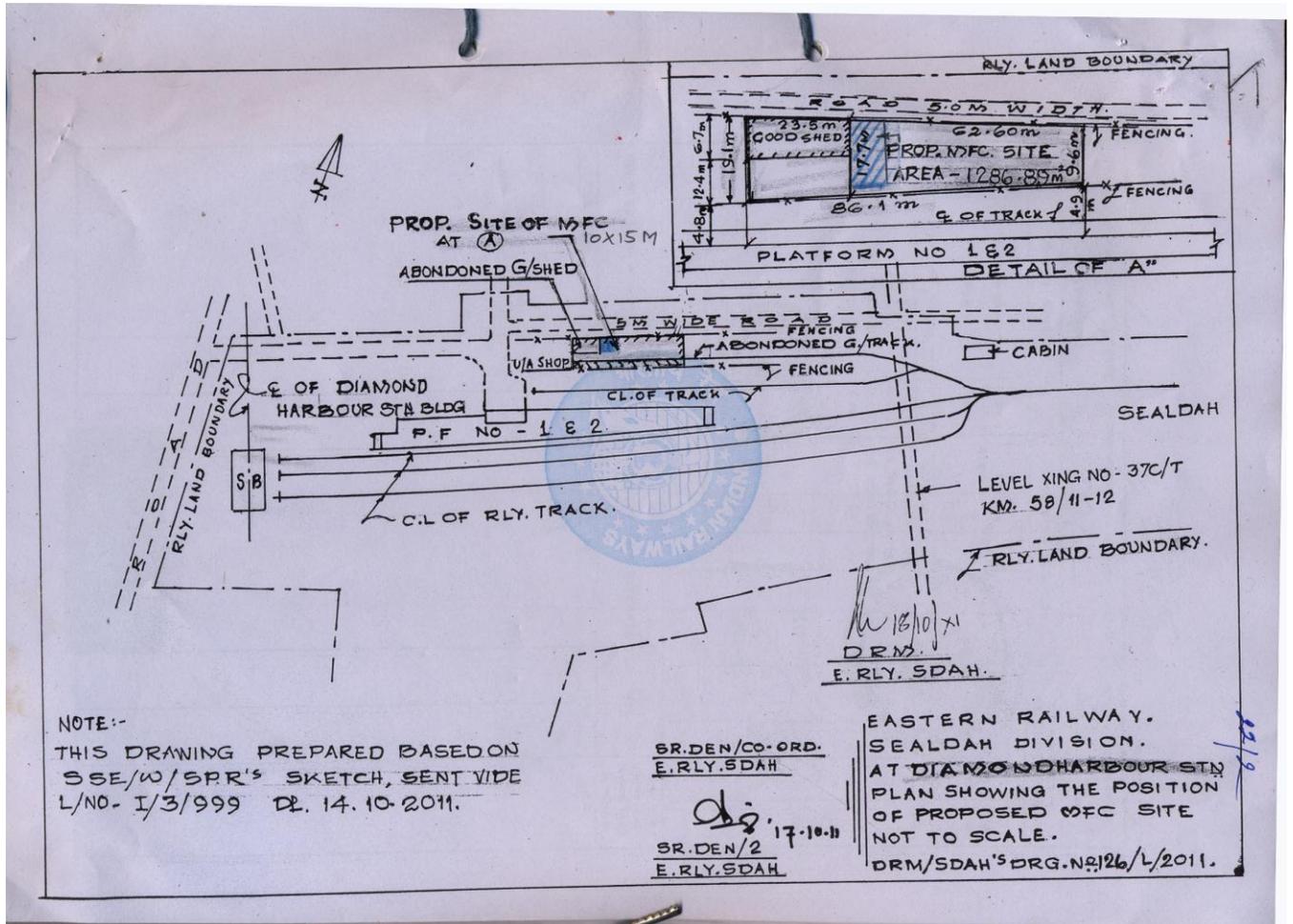
The site is located near Diamond Harbour railway station. The location of the site is towards the kacha road entrance.



\*Google Image Showing Diamond Harbour Railway Station Location\*

## 4.2 Layout

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



### 4.3 Site Photographs



#### 4.4 Plot Details

The area of subject land plot is approximately 1286 sq.m.

Parameter	In sqm
Total Land Available	1286.89
Land Available Under Phase 1	250
Built Up Area (Which can be increased to 562.5 sq.m. on pro rate basis)	562.5

## 4.5 Suggested Product Mix

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