

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

**Project Information Memorandum
Multifunctional Complex
At
Ludhiana**

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

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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. _____ 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.

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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. As part of this initiative of Railways, various sites have been identified. 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

All the sites that are on offer have an excellent opportunity for a successful commercial real estate development owing to the following factors:

- The sites are located near the Railway station.
- City Centric locations
- 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
- High footfall areas.

2.3 Executive Summary

Location	The site is located opposite to Ludhiana station building.
Land Area proposed	1870 Sq.Mt
Total land area	1870 Sq.Mt
Built up area	2805 Sq.Mt (Based on FAR of 1.5)
Current status of site	Vacant-Green Field
Site Surroundings	North- Staff Quarters. East- RMS Building. West- PRS Building. South- Station Building.
Site accessibility	Approachable from GT Road
Topographical Features	Leveled land having a rectangular shape.

2.4 Process Chart:

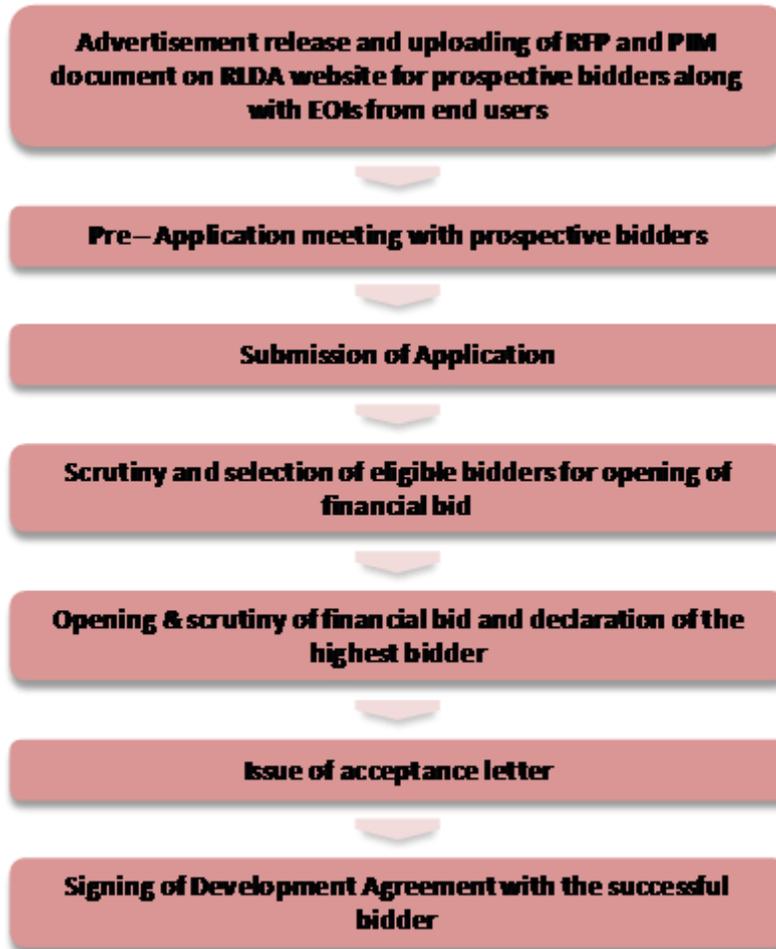


Fig 1: Process Chart

2.5 Guidelines for Expression of Interest (EOI):

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. Ludhiana - A City Profile

3.1 Introduction

Ludhiana is the largest city in Punjab, both in terms of area and population. The city is spread over an area of 159.37 square kilometer and accommodates approximately 14.00 lacs population (2001 Census). It is one of the prime industrial and educational centers of northern India, and is the crossroads of many different cultures. Presently the city is commonly known as the “Manchester of India”, The Merc City, “the hub of the Indian Hosiery Industry” and “Industrial Capital” of small scale Industry in the country. The city is famous for its hosiery goods, woolen garments and leather items. Machine tools, dyes, cycle parts, mopeds, sewing machines and motor parts are also included in the list of the items exported from Ludhiana.



Fig 3: Location of Ludhiana in Railway-Map North India

Besides being a commercial hub, the city of Ludhiana is also an important pilgrimage center with a number of Gurudwaras located within and around the place. There is an important historical monument is the Fort of Lodhi which is about 500 years old and was built by the Muslim ruler Sikander Lodhi along the banks of River Sutlej. On the academic front, Ludhiana has some of the most prestigious institutions. There are two Medical Colleges, an Engineering College and the famous Punjab Agricultural University modelled on the "Land Grant of America". The university has played a key role in ushering the 'Green revolution' in Punjab.

3.2 Location and Connectivity

The city is located in district Ludhiana, which is the most centrally located amongst the 19 districts of Punjab state. It falls within the Malwa region of the State of Punjab. Ludhiana city was founded on a ridge of Budha Nala, which once was a bed of the River Sutlej. The urban area is lying between 30°51'10" to 30°57'20" N latitude and 75°46'00" to 75°56'20"E longitude. Previously the urban area was confined south of Budha Nala but due to population explosion, the low lying area between Budha

Cities	Distance
Amritsar	142 Km.
Chandigarh	100 Km
Patiala	83 Km.
Jaipur	563 Km.
Agra	455 Km.
Lucknow	666 Km.
Delhi	305 Km.

Nala and the River Sutlej is fast merging in the urban area. Many villages surrounding the city are now part of the Ludhiana Municipal Corporation.

The city is very well connected in terms of roadways and railways. NH1-Grand Trunk road passes through the city, which connects it to Indian capital city Delhi and to other important cities of Punjab like Jalandhar, Amritsar, Wagha Border etc. NH95 connects the city to Chandigarh in south-east direction and Ferozpur in south-west direction. Other important State highways and major roads also connect the city to various towns of Punjab. Ludhiana lies on the main broad gauge line and is identified as a junction. The city is also well connected by rail network to Delhi and other important cities of Punjab like Jalandhar, Ferozpur and Bathinda.

3.3 Demography

Total geographical area of the district is 3767 km². The total population of the district as per 2001 census is 3,030,352 (rural: 1,339,566; urban: 1,690,786). The density of population per km² is 804 persons. The Growth trends in population is as show in Fig. 4

Area (in km²)	3,767
Total population:	3,030,352
Male:	1,661,329
Female:	1,369,023
Females (/1000 males)	824
Density (per km²)	804
Literacy (%)	76.54%

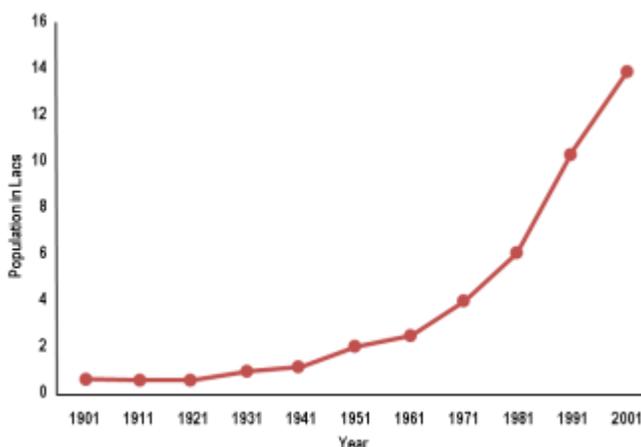


Fig 4: Decadal Growth Rate – Population of Ludhiana

3.4 Rail Passenger Information

On the Indian Railway network, Ludhiana is positioned on the Delhi-Mumbai trunk broad gauge lines connecting the northern & southern parts of the country. Ludhiana is also well connected to the eastern & western parts of the country through a broad gauge link connecting it to Kanpur which is on the east west trunk broad gauge route of Indian Railways.

Average no. of passengers dealt per day	60000
No. of passenger trains per day	140

Table: Passenger information On Ludhiana Railway Station

3.5 Retail Scenario

Shopping have turned out to be the next 'in-thing' in Ludhiana and the culture is spreading like the proverbial fire. Ludhiana known for its hosiery and sports goods industries is fast emerging as a favourite destination for shopping plazas and multiplexes as a dozen malls are rapidly up coming at a cost of Rs 600 crores (approx). Ludhiana has become a metropolis. And Retailers and developers, riding on a wave of retail boom in one of world's fastest growing economies, are adding new dimensions to the business to lure more customers.

Malls are pouring in Ludhiana one after the other with nearly 15 others are all set to come up on different roads in a span of two to three years. A large number of these are on the Ferozepur Raod and on the GT Road on the Ludhiana Jalandhar Segment. The largest mall in the city will be in the western part of the city- the Ludhiana City Centre of the City's Improvement Trust and which is coming up on a huge 26 Acre site.

This has resulted in a sharp rise in the land prices which now ranges from Rs 5000 to Rs 10,000 per square yard. These Malls are roping in the leading brands in fashion, consumer and lifestyle products. A study has predicted good growth for all upcoming malls in and around Ludhiana with retail spending potential to increase from Rs 3864 crore in 2005 to Rs 5940 crore by the end of 2012.

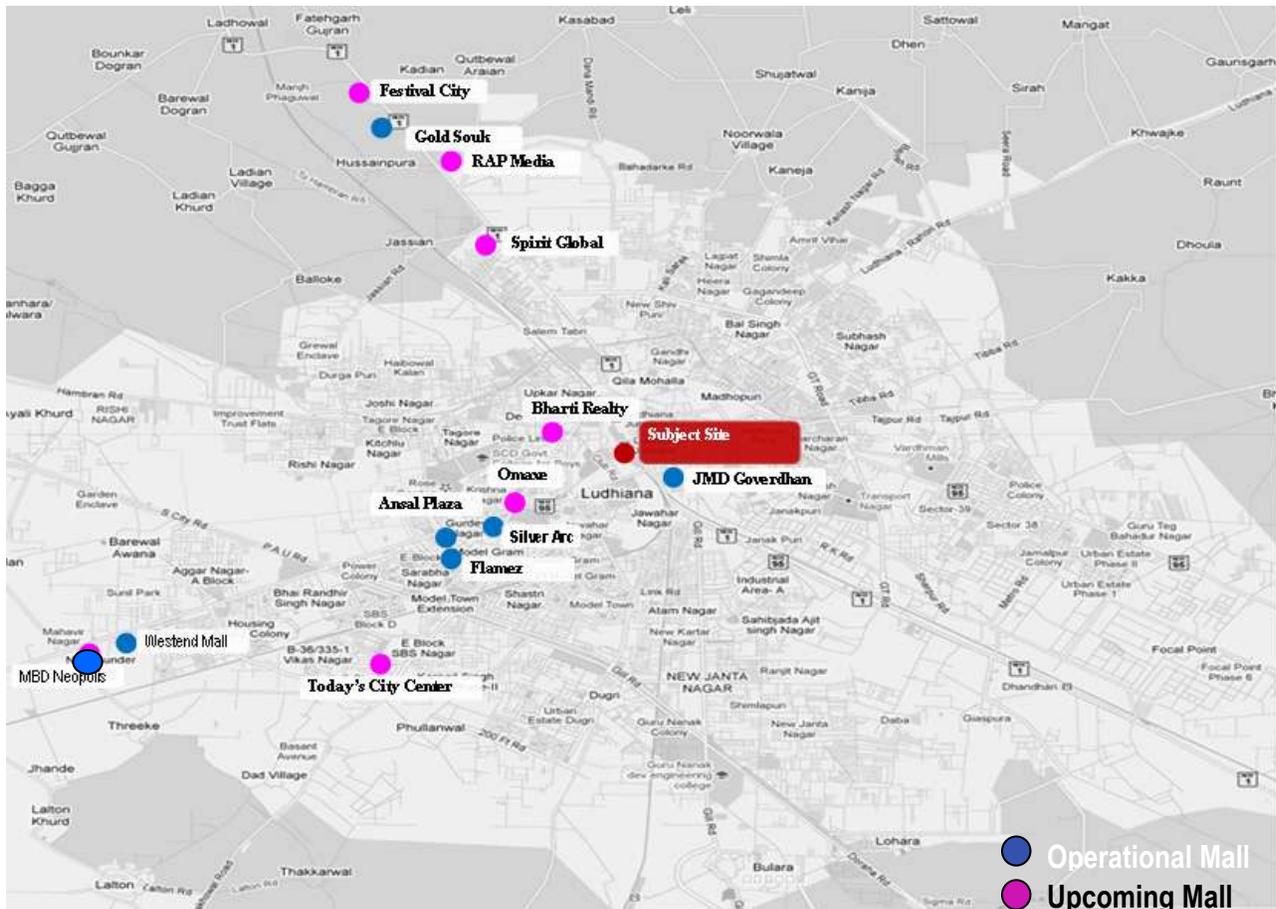


Fig 5 Existing and upcoming Retail establishments in Ludhiana

3.6 Snapshots of Retail in Ludhiana



4. Site Information

The site is located at Ludhiana railway station. Ludhiana appeared as a railway station on the Ludhiana-Ambala main line on October 12, 1869. Ambala Cantonment had already been linked with the Saharanpur-Meerut section. The Amritsar-Lahore line was inaugurated on January 1, 1869. Ludhiana was linked with Jakhhal via Dhuri on January 1, 1901. The rulers of Malerkotla and Jind had collaborated to help their states. The branch line between Ludhiana and Ferozepore Cantonment (77 miles) was ready in 1905. Meanwhile, Phillaur was planned to be linked with Nakodar with a further link-up with Lohian Khas on the Jalandhar-Kapurthala-Ferozepore line. Subsequently, when Nakodar was joined by rail with Lohian Khas, Ludhiana was directly linked in 1913.

Ludhiana had earned an important place on the railway map of the then north-Western Railway (NWR). All mail and express trains halted here. It was directly linked with three main ports — Calcutta, Bombay and Karachi. Ludhiana grew as an important railway station and gained prominence as a rail junction. During the NWR era, all trains halted at Jalandhar Cantonment, but not all at Jalandhar city. But all did stop at Ludhiana. It became a popular railway station due to its branch lines catering to the countryside. Students, army men, visitors, traders and businessmen added to the popularity of this junction.

The railway yard has expanded to full capacity. The railway quarters and colonies have proved too small for the large number of employees. The loco-shed is a landmark of organization of the vital rail junction. Electrification of the rail track is a recent step in modernization. Shadows of the city's expansion are falling on Laddhowal, Gill, Jassowal, Sahnewal and Doraha railway stations.

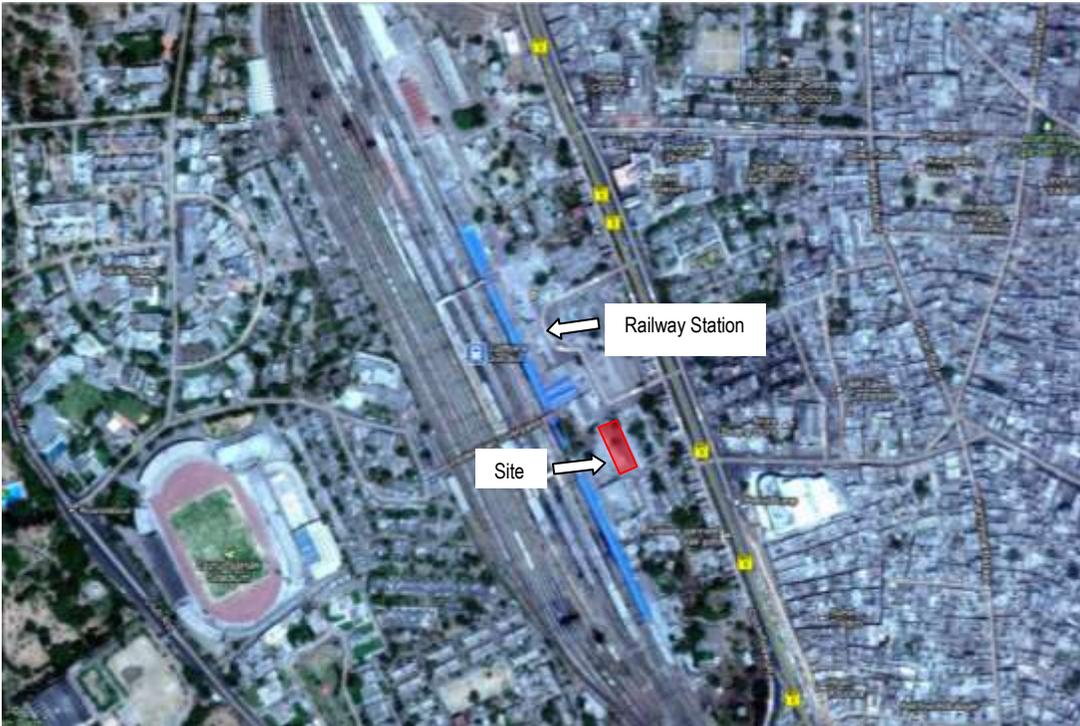
Jammu has been linked with all railheads or terminals in India and most of the traffic has to pass through Ludhiana. Trains originating from Amritsar also pass through Ludhiana, which has, become one of the busiest railway junctions. Yet much needs to be done to provide facilities, sanitation, reservation, information, etc. The citizens are also waiting anxiously for the Ludhiana-Chandigarh rail link.

The site has a railway parking lot for Cycles and Two Wheelers along its front side. A photographic illustration of the site is presented in the figure 5.

4.1 Location



Google Image of site



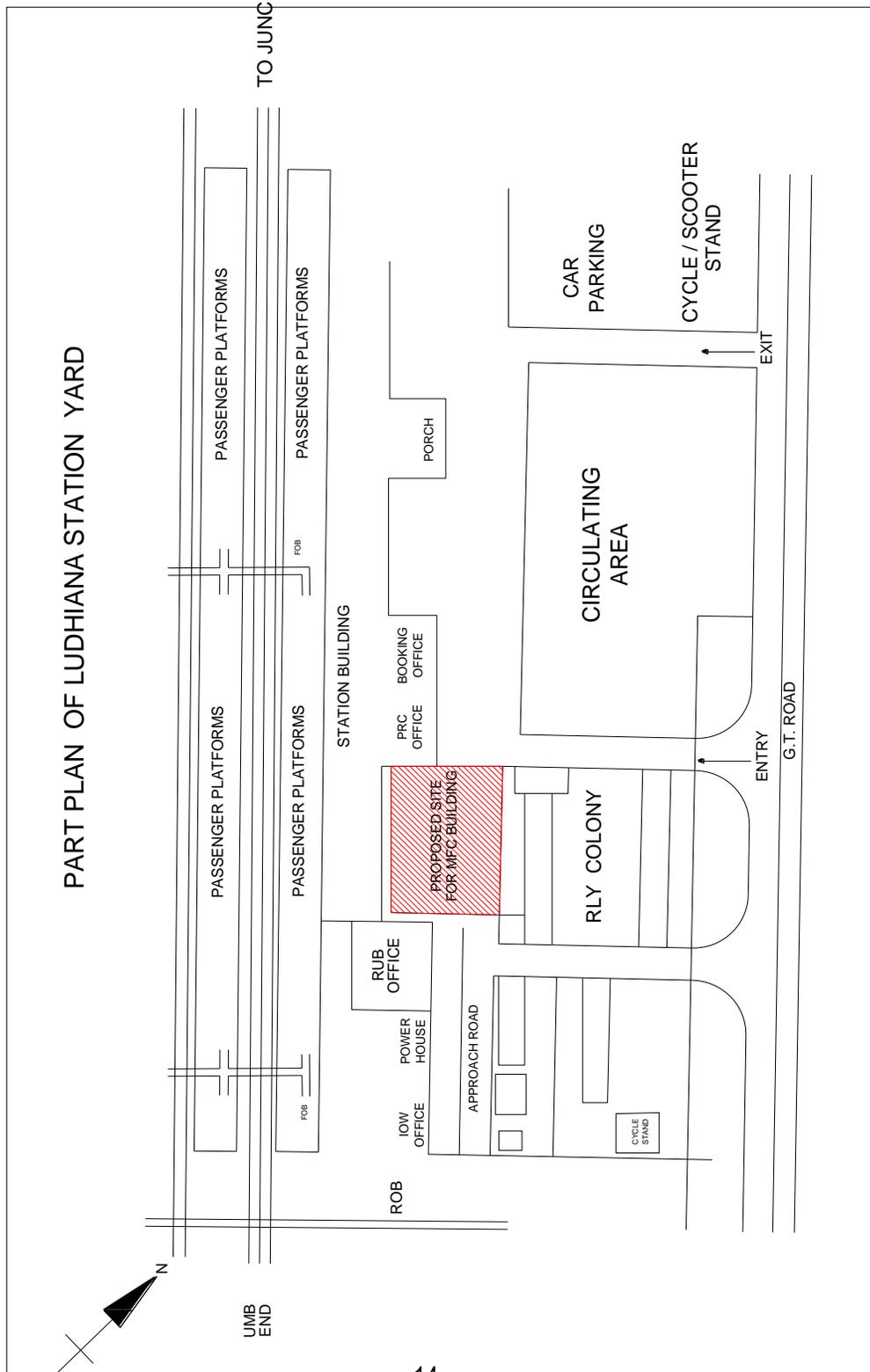
Google Image of site



Google Image of site

4.2 Layout

The layout for the proposed site is shown in figure 7.



4.3 Site Photographs



Photo 1: Ludhiana Station Entrance



Photo 2: Proposed Site



Photo 3: West of the Site



Photo 4: North of the Site



Photo 6: Road to Station



Photo 6: Ludhiana Platform

4.4 Plot Details

The area of subject land plot is approximately 1870 sq m.

Parameter	In sft	In sqm
Site Area Utilized	20121	1870
Maximum Built up Area	30193	2805

4.5 Suggested Product Mix

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

Ludhiana has emerged as a retail hub in Punjab. The above mentioned product mix is in accordance to the retail developments happening in the city. This product mix will help in development of the area near the railway station.