

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

**Project Information Memorandum  
Multifunctional Complex  
At  
Sonipat  
(Haryana)**

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

## **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 2010 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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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.

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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, 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

Location	The site is located at Sonipat station
Land Area proposed	551 Sq. Mt
Built up area	683 Sq. Mt
Current status of site	Vacant-Green Field
Site Surroundings	North- Railway Land. East- Railway Tracks. West- Residential and commercial properties along SH-20 South- Railway Land.
Site accessibility	Approachable from the Market only
Topographical Features	Unleveled land having a rectangular shape.

## 2.4 Process Chart:



Fig 2: 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. Sonipat - A City Profile

#### 3.1 Introduction

Sonipat also spelled as Sonapat, is an ancient town and a municipal council in Sonipat District in the state of Haryana, India. It is believed that it was founded as Suvarnaprastha by the five Pandava brothers during the times of Mahabharata. Another legend ascribed it to Raja Soni, the thirteenth descendent of Arjuna, one of the Pandava brothers.

Sonipat district is a part of the Eastern Haryana Plain. The name of the district is derived after its headquarters town, Sonipat.



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

District Sonapat comprises of 3 sub-divisions namely Ganaur, Sonapat and Gohana and seven blocks (Ganaur, Sonipat, Rai, Kharkhoda, Gohana, Kathura and Mundlana) has been carved out of Rohtak and made a full-fledged district on 22 December 1972. Sonapat is the largest tehsil followed by Gohana.

In Sonipat there are a few companies which have been present for a long time now such as Atlas Cycle Factory , Arya InfoTech Ltd. - The fastest growing IT company in sonipat , ARJAN IMPEX PVT LTD - The India's leading company in stainless steel utensils and soft goods.

The district is one of the major education hubs in North India. Apart from a number of schools and colleges, the district is home to two universities. Deenbandhu Chhotu Ram University of Science and Technology in Murthal was founded in 1987 and Bhagat Phool Singh Mahila Vishwavidyalaya in Sonipat was founded in 2006.

#### 3.2 Location and Connectivity

The town and a municipal council in Sonipat district in the state of Haryana, India. It comes under National Capital Region and is 45 km north of Delhi.

Sonapat (Sonipat) Railway Station is located on the Northern Railways. Ambala-Delhi rail route and a number of passenger trains daily passes through it. National Highway 1 passes through this district.

Cities	Distance
New Delhi	50
Ambala	170
Patiala	189
Bhatinda	292
Roorkee	165
Haridwar	195

### 3.3 Demography

As of 2001 India census, Sonipat district had a population of 10,45,213. Males constitute 54% of the population and females 46%. Sonipat has an average literacy rate of 72%, higher than the national average of 59.5%: male literacy is 77%, and female literacy is 66%.

<b>Area (in km<sup>2</sup>)</b>	2,130
<b>Total population:</b>	10,45,158
<b>Male:</b>	5,67,901
<b>Female:</b>	4,77,257
<b>Literacy (%)</b>	77%

### 3.4 Rail Passenger Information

Following are details of trains and passengers at the Sonipat railway station:

<b>Average no. of passengers dealt per day</b>	<b>35-50000</b>
<b>No. of passenger trains per day</b>	<b>160-170</b>

**Table: Passenger information  
On Sonipat Railway Station**



## Retail Scenario

Sonepat located to the North of Delhi, is a fast transforming city and offers a huge potential client base for branded products. Originally Sonepat with its agrarian economy had very little development in the retail scenario. The popular Kacche Quarter market had local shops selling unbranded products. But with an increase in the purchasing power and change in consumption pattern of the people, the city under went a transformation with a number of popular brands entering the city market. Some of the brands present in Sonepat are Levis, Koutons, Madame amongst others. Departmental formats like Easy Day have also ventured in the city.

Parsvnath City Centre a lifestyle mall is 450 meters away from the Sonepat Railway Station. Sonepat at present does not have any multiplexes within the city. Tulip City point is a commercial complex coming up in the heart of the city which is in close proximity of the Sonepat Railway Station. Shopping malls and multiplexes have started escalating around the otter city along the National Highway 1. Parsvnath Mall located on N.H. 1 is about 17 kms from Delhi. Ansal's Highway Plaza also present on N.H. 1 is spread across 2.5 lakhs square feet. Also present on the highway stretch are Splash Water Park, banquet halls and popular eatery Haveli. Also coming up on the highway are major residential townships including Ambience City and Parsvnath Royal Villas. With its huge untapped potential Sonipat, has emerged as the favorite market for global products and services.

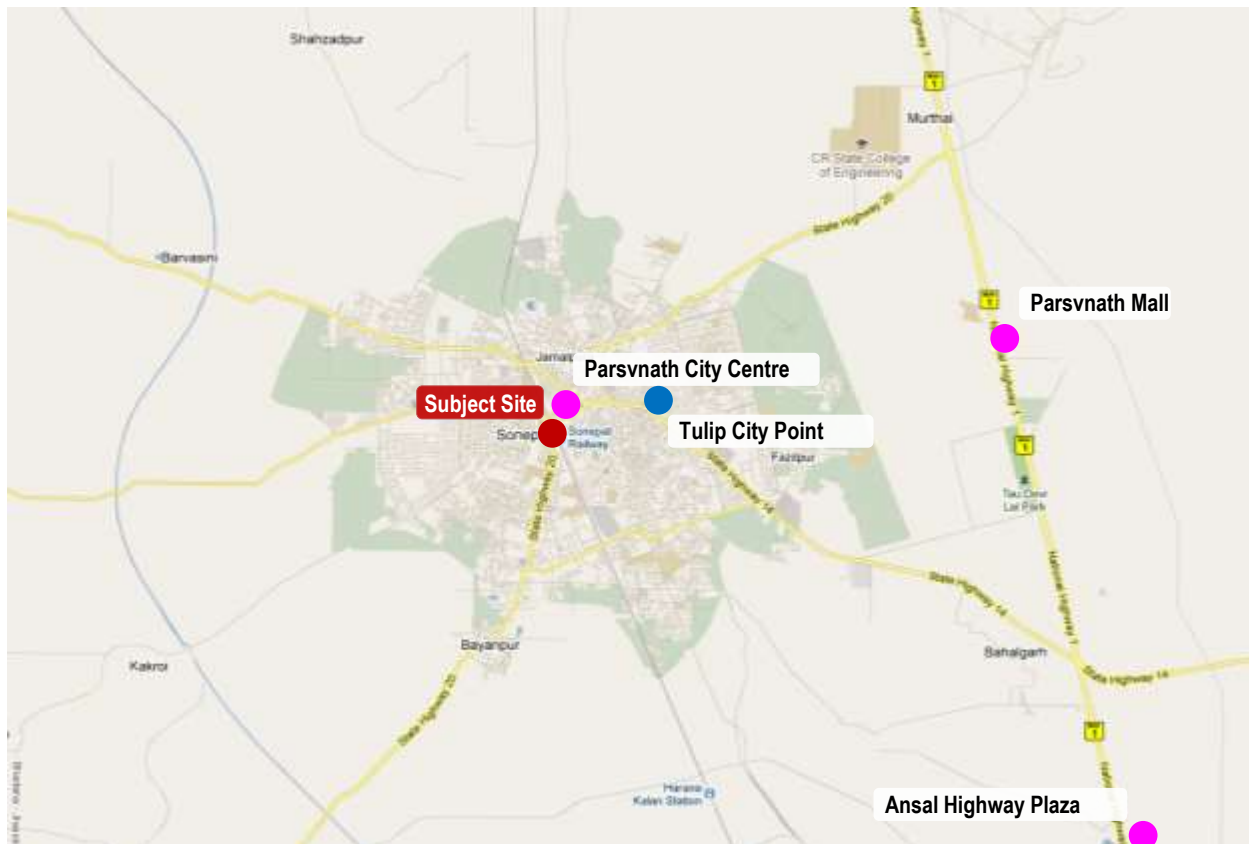


Fig 5 Existing and upcoming Retail establishments in Sonipat

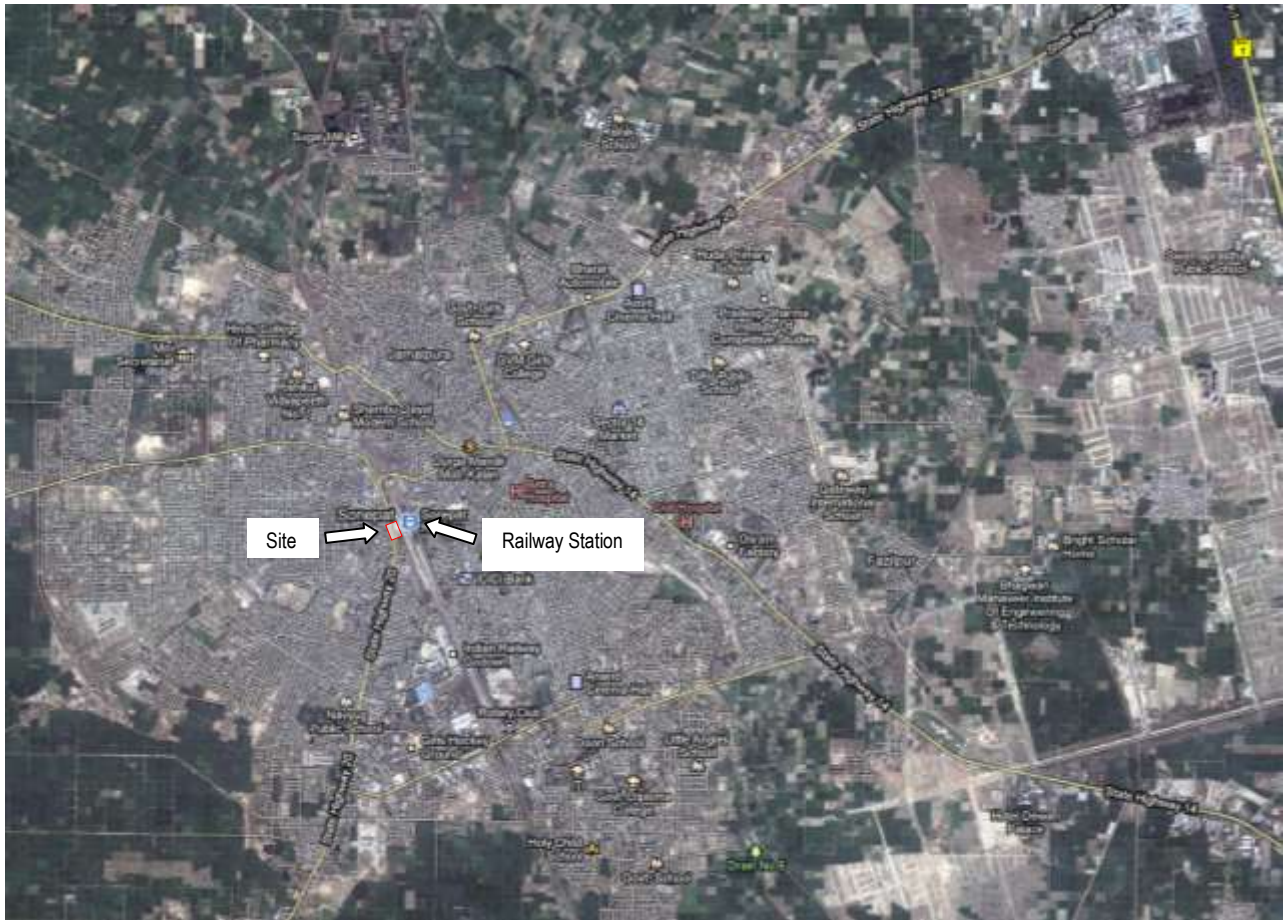
**Snapshots of Retail in Sonipat**



## **Site Information**

### **4.1 Location**

The site is located at Sonipat railway station. The site is rectangular in shape and is a barren land. According to the IOW officials a flyover is coming next to the site. The site has an entrance from the local market also.



**Google Image showing the site location**

4.2 Layout



### 4.3 Site Photographs



Photo 1: Sonipat Station Entrance



Photo 2: Road adjacent to Proposed Site



Photo 3: Proposed Site



Photo 4: Proposed Site



Photo 5: Road towards market



Photo 4: Proposed Site

#### 4.4 Plot Details

The area of subject land plot is approximately 683 sq m.

Parameter	In sft	In sqm
Site Area Utilized	5931	551
Maximum Built up Area	7352	683

#### 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/ Banquet</li></ul>	<ul style="list-style-type: none"><li>• Retail Shops</li><li>• Food Court</li><li>• Vanilla 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>• Pharmacy/Book Stores</li><li>• Bank Branch</li><li>• Prepaid Taxi Car</li><li>• Variety Stores/Convenience Store</li><li>• Tourist Information</li></ul>

The above mentioned product mix for the MFC project will help develop the inner city of Sonapat. The proposed site is close to local market, Kacche Quarters and this product mix will help provide facilities which are not provided or not well provided in the old city market. Moreover there some branded outlets opening in the Kacche Quarter market. This development in the close vicinity to the railway station will help the MFC development.

The increase in the purchasing power of the locals will help support the retail developments happening in the city.