

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

**Project Information Memorandum
Multifunctional Complex
At
Udhampur
(Jammu & Kashmir)**

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

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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.

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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

Location	The site is located at Udhampur Railway station.
Land Area proposed	2000 Sq. Mt
Built up area	3000 Sq. Mt
Current status of site	Barren land.
Site Surroundings	North – Station Building East- PF No.1 West- Road South-.Railway land open space
Site accessibility	Accessible from Circulating Area
Topographical Features	Leveled land having a rectangular shape

2.4 Process Chart:



Fig 2: 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. Udhampur - A City Profile

3.1 Introduction

Udhampur is a city and a municipal council in Udhampur District in the Indian state of Jammu and Kashmir. It serves as the district capital and the Northern Command headquarter of the Indian Army. A Forward Base Support Unit (FBSU) of the Indian Air Force is also stationed there. Udhampur is used by the Armed Forces as a transit point between Jammu and Srinagar when travelling by road (National Highway Number 1A).

The Udhampur district in Jammu and Kashmir has a significant place in the country. This is the place, where the famous Vaishno Devi shrine is located. It attracts lakhs of pilgrims all through the year. Udhampur is a rail link between Jammu and Udhampur, which makes the pilgrimage easy for those devotees, for whom the arduous bus journey from Jammu is difficult.



Location of Udhampur on the Railway-Map

3.2 Location and Connectivity

The district of Udhampur is located in the Himalayas and the terrain is mostly mountainous. It is situated in

the South-Eastern part of Jammu & Kashmir State and is bounded in the West by Rajouri District, in the North by Anantnag District, in the North-East by Doda District, in the South-East by Kathua District and in the South-West by Jammu District.

Udhampur is well connected by road as it is located on National Highway 1A to Srinagar, which is the only national highway that connects Srinagar to the rest of India. Bus services (both private and state owned) are the most common mode of public transportation to and from Udhampur. Frequent connections to the Kashmir Valley and Jammu are easily available.

The town is connected by the new Kashmir Railway line from Jammu which is part of a wider project to connect the Kashmir valley with the rest of India via a rail link. The "Uttar Sampark Kranti" train from New Delhi now runs on this link. Commuter trains linking Jammu and Udhampur also run on a daily basis and are quite popular. The rail link to Katra is also nearing completion. Once finished, many more trains from different parts of the country are expected to pass by the city. More recently, three more trains were extended till Udhampur. Delhi-Udhampur Special, Jammu Mail & Malwa Express.

Cities (Area)	Distance
Pathankot	128
Jammu	64
Srinagar	230
Vaishno Devi Temple	22

3.3 Demography

District Udhampur is the fifth most populous district of the Jammu & Kashmir State having 7.34% of total population of the state. As per the 2001 census, the District Udhampur had population of 7.38 lakh persons.

The population density of the district is 162 people per Sq Kms as compared to the 128 Sq. Kms in 1991.

Out of total population of 7.38 lakhs, the total male population is about 3.94 lakh i.e. 53.45% of total population as compared to 3.44 lakh female. The Sex ratio of the District is 871 females per 1000 males in the District Udhampur as per 2001 census, against the 900 females per 1000 males for the whole State.

The Literacy rate for the District Udhampur is 54.16% as per the 2001 census against the 54.46% of the State. The rank of district is seven by Literacy. Literacy rate among female is 39.89% against the state average of 41.82%.

Area (in km²)	4550
Total population:	7,38,965
Male:	53.45 %
Female:	46.55%
Density (per km²)	162
Literacy average (%)	54%

3.4 Rail Passenger Information

Average no. of passengers dealt per day	1700
No. of passenger trains per day	6 Pairs

**Table: Passenger information
On Udhampur Railways**

3.5 Retail Scenario



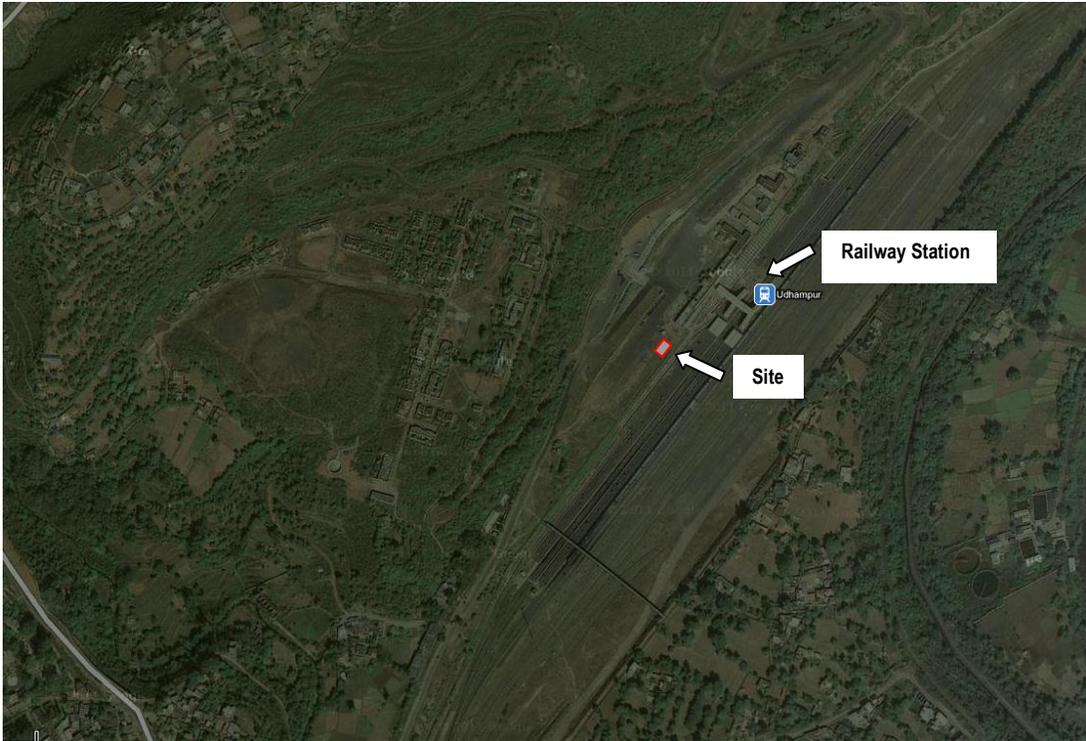
Existing and upcoming Retail establishments in Udhampur

4. Site Information

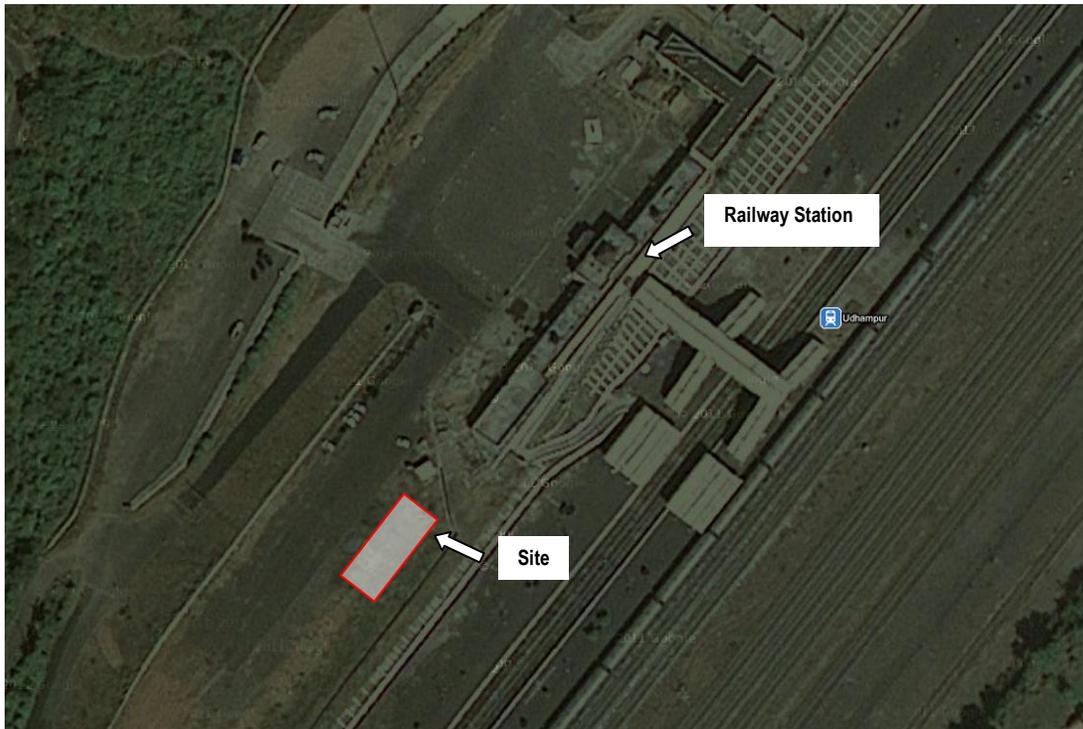
4.1 Location



Google Image showing the site location



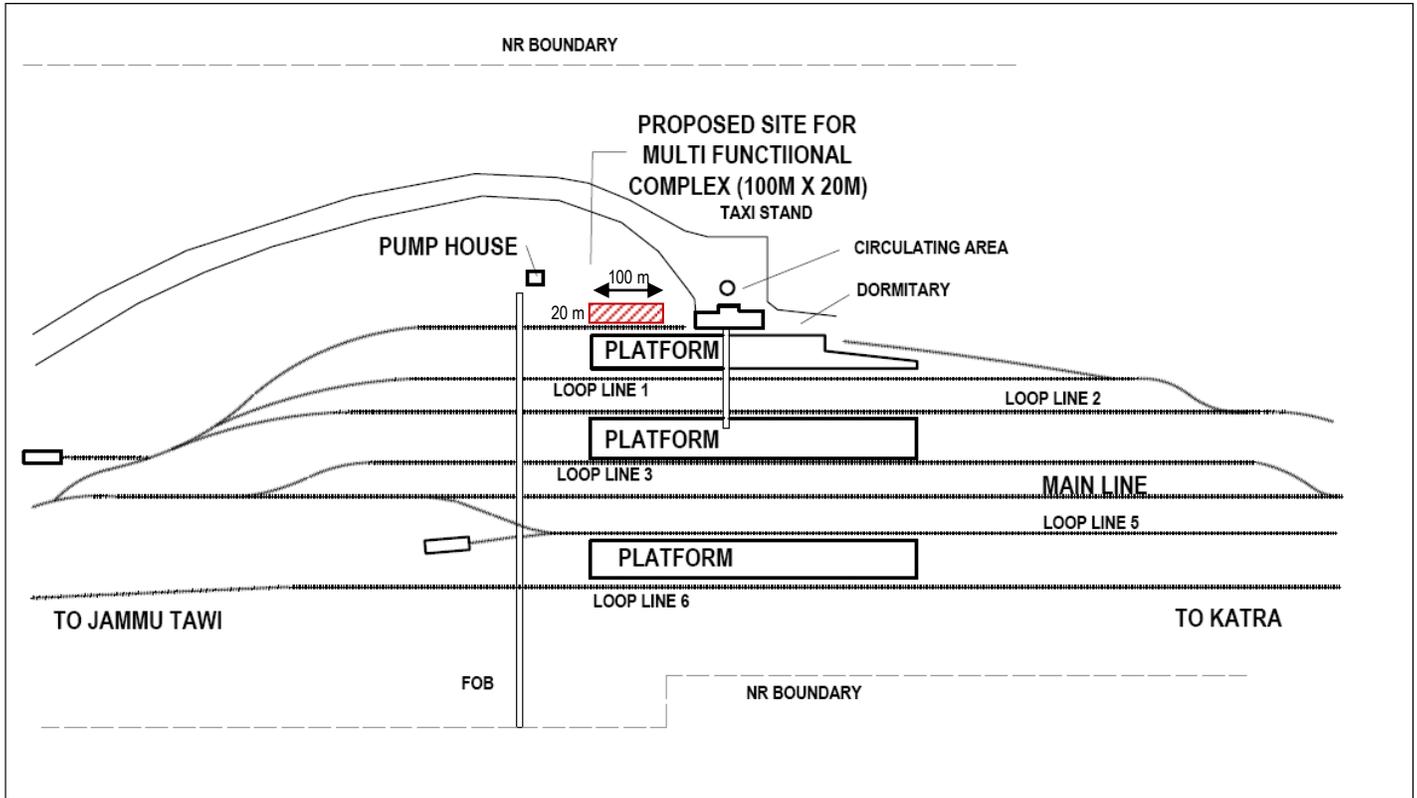
Google Image of site



Google Image of site

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 2000 sq. mt.

Parameter	In sft	In sqm
Site Area Utilized	21520	2000
Maximum Built up Area	32292	3000

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 + ATM• Prepaid Taxi Car• Rentals• Cloak Rooms• Tourist Information• Boot