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hand in hand

Beyond the glitzy exterior, contemporary interiors, state-of-the-art infrastructure and powerful promotions; a mall needs something more. Let's call it the 'soul'. It happens only when an organisation feels, thinks and works for the alluring home of brands like a parent.

We don't trade in retail space. We partner the retail business.



first hand



While skeptics projected five years before Kolkata would be ready for organised retail, Forum presented its first mall, with international benchmarks and sales that broke national averages.

Forum opened with premium brands and assured Kolkatans an international experience. It prompted Washington Post to term Forum as being "the edifice of a resurgent Bengal". It won the Brick and Mortar Award, 2003 for excellence in construction and project management in architecture.

The Far Eastern Economic Review marked Forum as being "emblematic of Kolkata's new found confidence".

Not surprisingly, today, we are one of the few retail infrastructure developers in India with the longest years of experience in retail.

We learnt first hand, that ignoring popular opinion makes for great business.

winning



hands down

Billings at Inox, Shoppers Stop, Mango, Promod, Aldo and Nike have broken their national sales records at Forum, Kolkata. Sales of Swarovski, Cottonworld, Vero Moda and Sunglass hut have consistently been among the top three in the country. Projections for Big Bazaar in Forum Mart, Bhubaneshwar were tripled. The actual sale of Baskin Robbins was seven times the projection. Planet M ran out of stock within a week from its launch. The trend has continued since.

They put their trust in our hands. We kept our promise.

hands full!

Creating an epicenter of lifestyle is not enough. It's just as much about re-inventing experiences to keep the excitement alive. Be it New Year's, Diwali, Christmas, Valentine's or the World Cup season, we design inspiring celebrations to guarantee that fun doesn't wear the same face everyday.

At Forum, the only thing we don't entertain is monotony.



hands
that **move**
the legs



Malls shouldn't be just hangout centres as that impacts the trade area. While Forum continues to generate record conversions, the zoning ensures that individual preferences are catered to, be it relaxing by the food court or premium lifestyle shopping. In 2009, to address the growing parking requirements of the mall, Forum added a total of 550 car parks and an additional 40000 sq. ft of premium retail space.

Retailers don't pay the rent, customers do. Our hands just show the way.

However well we may understand our customers, a retailer understands his business best. To put our finger on the pulse, we run our own small retail operation in every mall that we build and operate. This not only puts us in touch with our customers at the trade floor level itself, it also gives us insight into our partners business.

A food court catering to every palette and pocket in a vibrant environment, is essential to every mall. That's why we prefer to keep it in our own hands. BURP! operates out of three locations today and enhances the customer experience everyday.

We know our customers' needs like the back of our hands.

hands on





put your hands together

Not every retailer has the same customer draw. We believe vibrant clusters, strategic zoning and circulation plan are the lifelines of any mall. We're always working with our retailers to leverage the maximum benefit from footfalls, be it during an event or otherwise. When Harry Potter runs at the Cineplex, our cross promotions team initiates special offers that adequately entice kids towards ice cream parlors, candy stores and the gaming centre.

Not all five fingers are equal. But when they come together, they form a tight fist.

No business activity is complete unless it shares a concern for society. We at Forum have partnered several causes, be it raising funds for natural calamities, involvement in AIDS awareness campaigns or concern for animal shelters.

Children will always hold a special place at Forum. "This Christmas, Santa didn't visit everybody- Let us be Santa to them" helped raise money for the Tsunami affected children. On the first Monday of every month, we eagerly await our special visitors from the Spastics Society of India and enable them a wholesome mall experience.

With our hand on our heart, we strive to make a difference.



hands
that touch
hearts

green hands

We've decided that all our malls will also be "Go-Green" efforts. A stringent conservancy plan, recycling of wastewater, segregation of waste and conservation of energy are part of our green policy. The existing malls are all being raised to green standards.

The group has, to its credit, developed India's first Green IT park, Technopolis. The project has been recognized by the United Nations as the first green building in the world under the UNFCCC.

Mother Nature's hands have always nurtured us. We now join ours in respect.



in our hands

Having pioneered the retail boom, Forum Projects is now mapping the eastern zone and paving the way for organized retail. An array of projects is at various stages of implementation. Having an extensive experience in retail infrastructure development, we look forward to investing our experience into your business.

Hand it to us, and we promise to be with you, right through.

