



**An Emerging Retail
Hotspot in Lucknow, India.**

A Project by PHI Developers





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Lucknow is a city on the verge of a revolutionary transformation in retail.

Ranked at #2, Lucknow is one of the top 20 emerging real estate destinations in India. It will see real estate growth in the region of +10% by 2020. With relaxed FDI & phenomenal growth in retail sector, Lucknow offers investors a golden chance to invest in retail real estate.

- Fast track Smart City ●**
- Fastest growing Tier-II city ●**

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Lucknow's most happening shopping destination.

Presenting IQ Lifestyle

It is a shopping paradise with over 30 stores, multiple dining options and a dedicated play zone. The proposed plaza will feature music and live entertainment along with world-class shopping. Excellent location, an affluent neighbourhood & superb connectivity will make IQ Lifestyle a perfect place to start your retail business or invest in it.

- **G+5 multipurpose floors**
- **50,000 sqft total space**





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Experience lifestyle shopping in the heart of New Lucknow.

IQ Lifestyle is a complete lifestyle experience for both retailers and customers. A world-class shopping space packed with national and international brands will make IQ Lifestyle a perfect shopping hotspot in Lucknow. On top of that, it features an attractive building facade and a host of world-class amenities to attract customers and generate footfall.

More than 30 Retail Stores ●

Ample Parking ●

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Several dining options to sweeten the shopping experience of customers.

Your customers are never more than a few minutes away from excellent dining at IQ Lifestyle. With over 5 tempting dining choices, from casual snacks to fine dining, your customers can indulge their taste buds and enjoy the finest cuisines from around the world.

- Multiple Dining Choices
- Rooftop Garden Restaurant





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Air-conditioned grocery shopping to indulge the urban aspirations of Lucknow.

Our symmetrically and well-arranged floor sections are ideally suited for supermarket chains and stores. We also offer other value added services like ATMs, Telecom services, Restaurants etc. under one roof to make the shopping experience of your customers richer, convenient and complete.

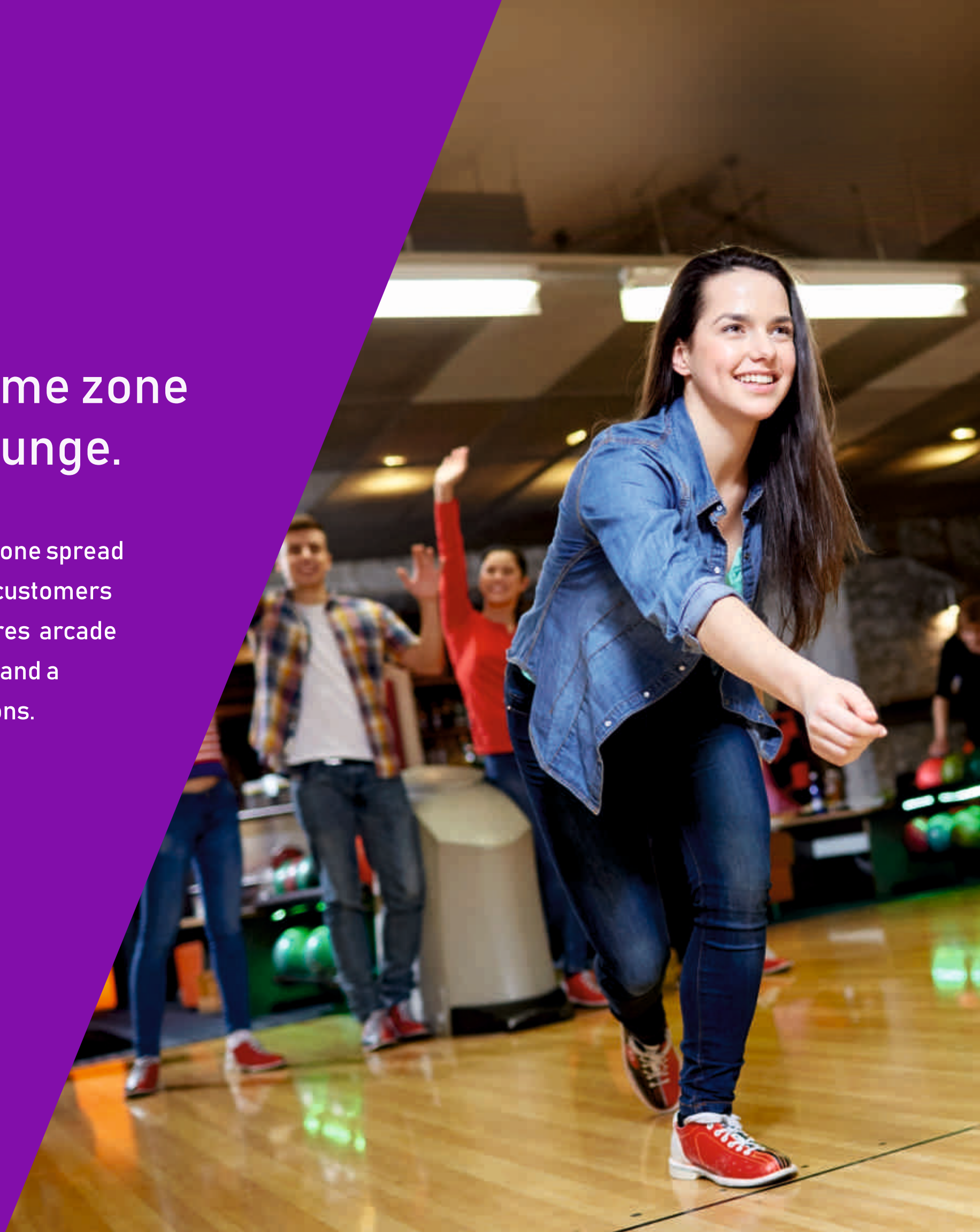
Flexible open plan layout ●

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Excitement galore with a dedicated game zone featuring a plush lounge.

IQ Lifestyle features a dedicated play zone spread across 15,000 square feet where your customers can experience unlimited fun. IQ features arcade games, carnival games, toddlers zone and a party area to celebrate special occasions.

- Arcade Zone
- Toddlers zone
- Party area



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Online portal to help your store serve Lucknow and beyond.

Having online presence along with a store is the way to go. Which is why, IQ Lifestyle provides a multi-store e-commerce platform to help smaller individual retailers / traders showcase their products to world-wide audiences. This means more customers, more business.

- Gateway to E- Commerce ●
- Offline to Online business advantage ●



IQ Lifestyle. The Facade.



IQ Lifestyle. The Lobby.



IQ Lifestyle. Typical Anchor Store.



IQ Lifestyle. Typical Retail Shop.



IQ Lifestyle. Typical Restaurant.



IQ Lifestyle. Rooftop Restaurant.

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Put your store at the center of attention and on the fast track to success.

Whether you are planning to start new retail store or wish to take an existing one to a whole new level, IQ Lifestyle should be your first choice. With a superb location, excellent connectivity and world-class infrastructure, it is a matter of time before your business succeeds.

- 600 mtrs - Sultanpur Highway
- 1 km - HCL IT City
- 2 km - International Cricket Stadium
- 15 mins - CCS International Airport





← Towards Hazratganj

↑ Towards Gomti Nagar

Lucknow Varanasi Highway

Amar Shahid Path

Axis Bank

International Cricket Stadium

27

731

Walmart Best Price

Galaxy Hospital

IQ Lifestyle

27

Amar Shahid Path

Sultanpur Highway

HCL IT City, Sultanpur

731

Sultanpur Highway

Delhi Public School

Lulu Mall

Golf City

Cancer Institute, UP

HCL SEZ

Celebrity Cafe

Medanta Super Speciality Hospital

Palms Golf Club and Resort



← Towards International Airport

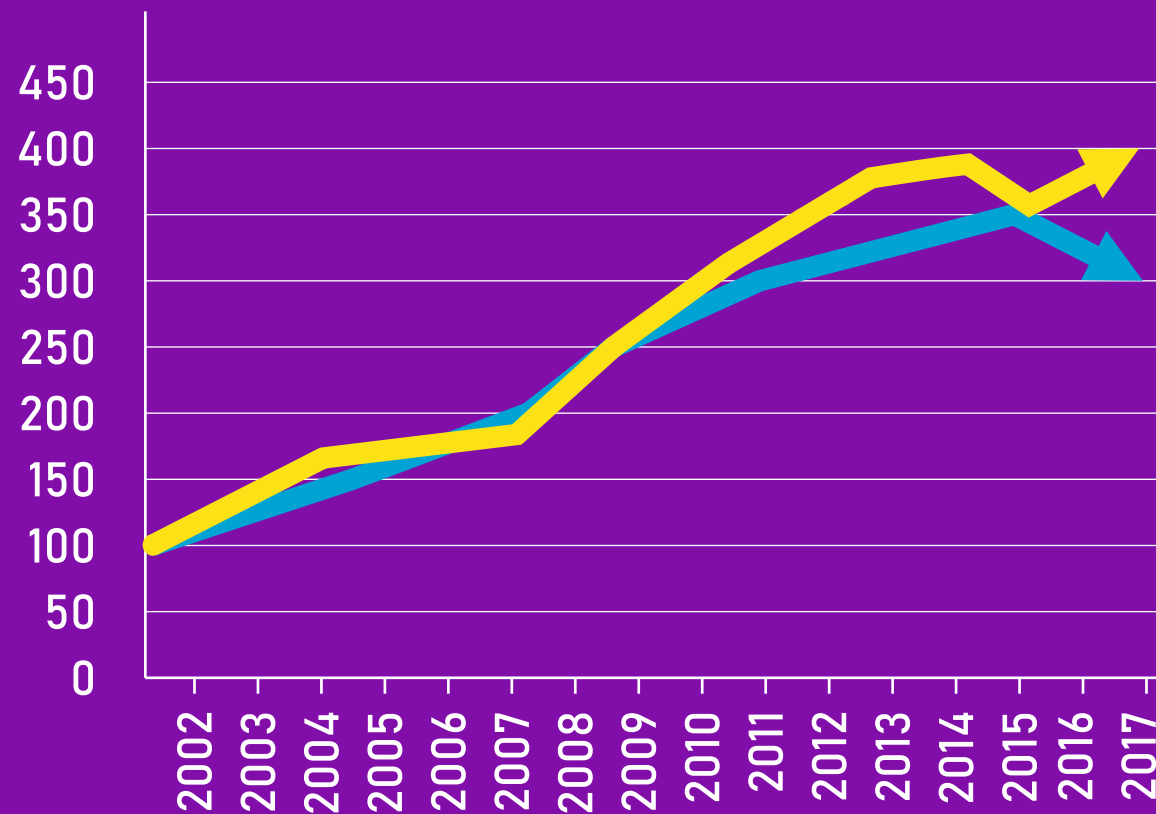
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High rental yields & capital appreciation, make IQ Lifestyle a lucrative investment.

Excellent infrastructure and surrounding mega projects are quickly making Sultanpur Road / Amar Shaheed Path a booming location for retail and commercial real estate. Expect outstanding rental yields & capital appreciation, and great opportunity to make your store a success.

8% to 15% Expected Capital Appreciation ●

9% to 11% Expected Rental Yield ●



GRAPH : GROWTH IN REAL ESTATE SEGMENTS

Commercial Real Estate

Residential Real Estate

Commercial Real Estate have started to offer better results in the recent years.

Year 2014-15 saw saturated residential market which shifted the investor focus to commercial real estate



GRAPH : YIELD IN REAL ESTATE SEGMENTS

Commercial Yield

Residential Yield

Historically, Commercial Real Estate has always offered better yield for the investors

Today, Commercial offers 3 to 4 times more yield than residential - making it the most profitable option.

MORE REASONS TO INVEST

5,75,000

Sec A/B urban population in the locality by 2020

80,000

Expected footfall at IQ Lifestyle

22,000

Affluent families with an average income of 12 lakh / year
in the immediate vicinity of the project

73%

Entertainment seekers (Age 18 to 35 years)
live within 5kms of IQ Lifestyle

64%

Dual Income Families in the neighbourhood

Lucknow is ranked #2
among the top 20 emerging
Indian retail destinations according to
JLL / CII Study, December 2017

BIG BAZAAR

cromā
The Electronic Megastore

Reliance
RETAIL

pantaloon's

TANISHQ

spencer's
taste the world

vijay sales
THE **No.1** FOR ELECTRONICS

WESTSIDE

NEXT
BES BRANDS BES BARGAINS

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Building modern and smarter habitats. for smart Lucknow.

India needs techno-savvy organizations capable of creating innovative real estate spaces that truly enhance the quality of life of individuals and organizations. Pacific Habitats India is one such organization that holds the professional capacity to deliver technologically advanced real estate projects.

Building smarter habitats



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