



SPREAD
OVER
4,63,000
sq. ft.



DLF Promenade, a mall for the trend-conscious discerning customers, has earned the distinction of being the city's only fashion destination. Spread over 4.63 lac sq.ft., DLF Promenade caters to customers who are looking for a quality shopping experience coupled with a chic ambience.



360 DEGREE SHOPPING EXPERIENCE

DLF Promenade not only boasts of some of the best brands in the fashion retail industry, it also offers some exclusive value additions. With strong anchors like Zara, Marks & Spencer, Armani Exchange, Love Moschino, Calvin Klien, & Sephora, the mall hosts PVR ICON Cinemas, Kiddyland, and the Eat Food Lounge to provide a wholesome experience.

Given the plethora of offerings, DLF Promenade completes the mall experience by providing a 360 degree shopping experience.

FASHION FOOD AND FUN





DLF PROMENADE
FASHIONATION *find your joy*
 FASHIONATION
 DLF PROMENADE

DLF PROMENADE
FASHIONATION

DELHI HEIGHTS

L'OPERA

DELHI HEIGHTS

STEVE MADDEN



MENADE

ON *find your joy*

FASHION
FOOD
ENTERTAINMENT



DLF PROMENADE
FASHIONATION *find your joy*
FASHION
FOOD
ENTERTAINMENT
DLF PROMENADE

A billboard advertisement for Fashionation. The left side shows a woman in traditional Indian attire. The right side features a golden flame graphic. Text includes "DLF PROMENADE", "FASHIONATION find your joy", "FASHION FOOD ENTERTAINMENT", and the DLF Promenade logo.



THE PROMENADE ADVANTAGE

The best upmarket shopping mall is spread over a total built-up area of 9,10,260 sq. ft. with world-class facility management in three key spaces:

The Atrium.....(15,000 sq. ft.)
The Hub.....(12,000 sq. ft.)
The Bridge.....(7,000 sq. ft.)

With an unparalleled retail-mix, the Mall houses 150 stores across fashion, lifestyle, and food.

For a hassle-free shopping experience, there's 24/7 security. Parking space for 4 wheelers is 1017, 500 for 2 wheelers, ensuring ample parking space for everyone.

To keep children and toddlers occupied while parents shop, the Mall has created the largest outdoor play area for kids.

Complementing the fashion and retail space, there are numerous food and beverage options as well.

With both Indian and International brands in Fashion, Food, and Entertainment, a host of guest services and accessibility features for differently abled, DLF Promenade is truly the go-to destination.

Today, the Mall attracts over 15,00,000 shoppers every month, with an average ticket size of ₹15,000.

AUDIENCE PROFILE



**AGE
GROUP**
25-45 years

CATCHMENTS
South Delhi & Gurgaon

**AVERAGE
TICKET SPEND**
₹15,000

**MEN:WOMEN
RATIO**
53 : 47

**SHOPPER
PROFILE**
Fashion conscious,
high spenders,
global travellers



LOCATION



VASANT KUNJ

Vasant Kunj is a prosperous and upmarket neighbourhood located in South Delhi and is home to several prominent personalities.

The location is easily accessible to the expats which results in the right audience frequenting the mall.

CLOSE TO DIPLOMATIC ENCLAVE

THE VASANT KUNJ INFORMER AND SHOPPER

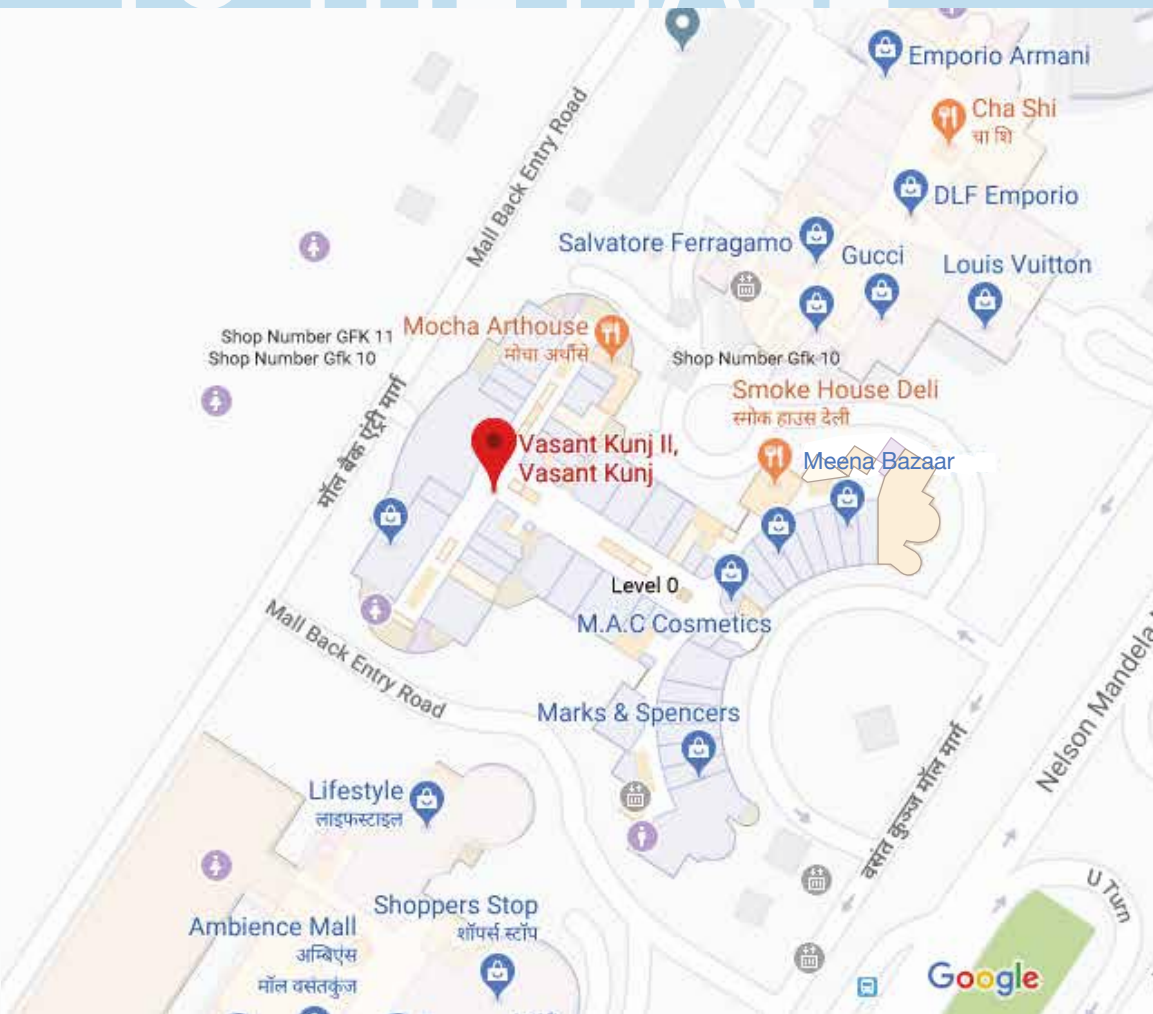
The area has a booming entrepreneurial population and its own community yellow pages, the Vasant Kunj Informer & Shopper, which keeps its over 60,000 readers informed each month about all the services available to them.

Now getting to the Mall is a smooth ride as one can reach it from Gurgaon & Noida in 30 minutes.

PROXIMITY TO NCR (NOIDA & GURGAON)

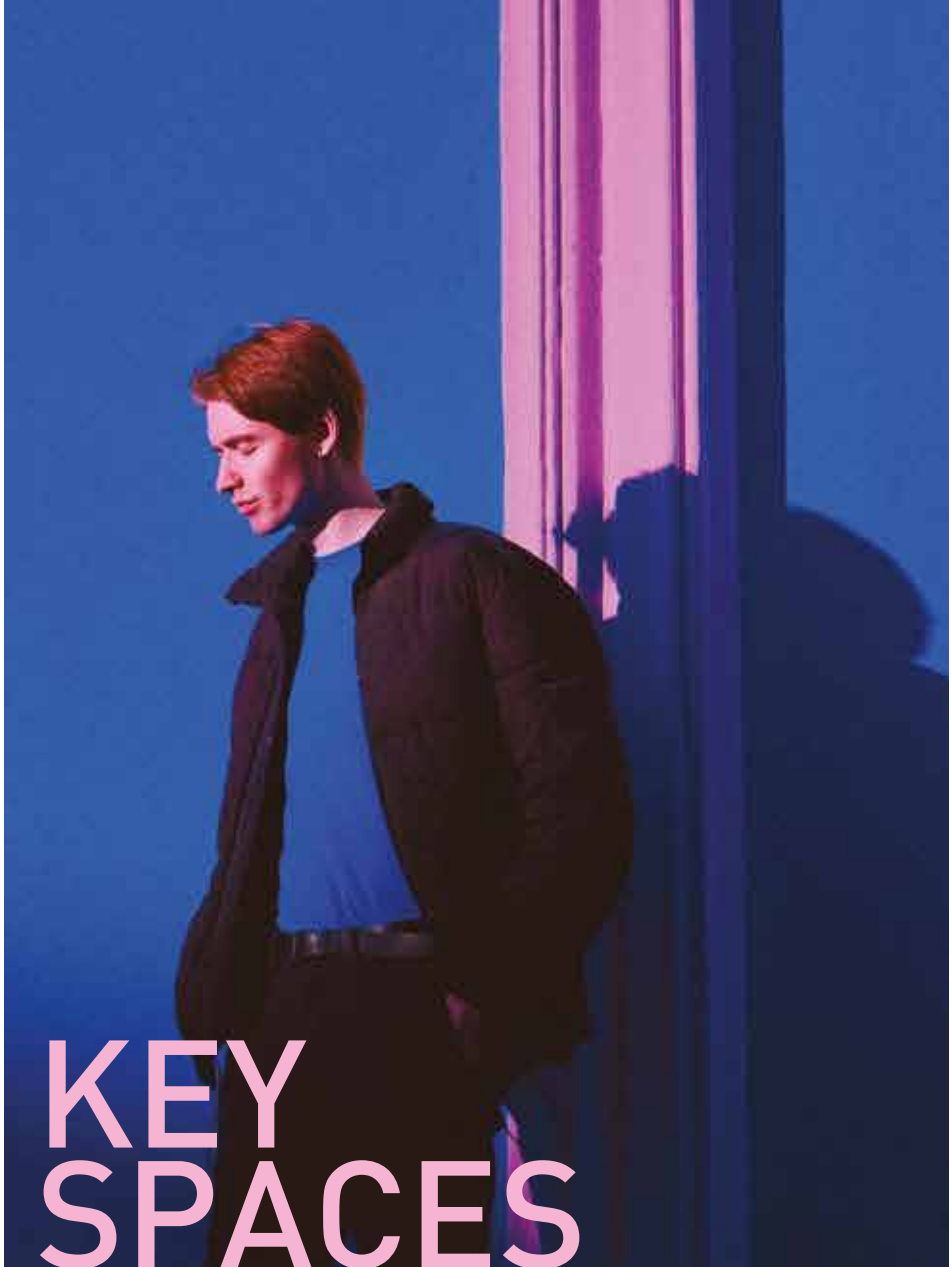


ACCESSIBILITY TO THE MALL



2 NEW
METRO STATIONS
HAVE BEEN
DEVELOPED,
INCREASING
TRAFFIC
TO THE MALL





KEY
SPACES
IN THE
MALL

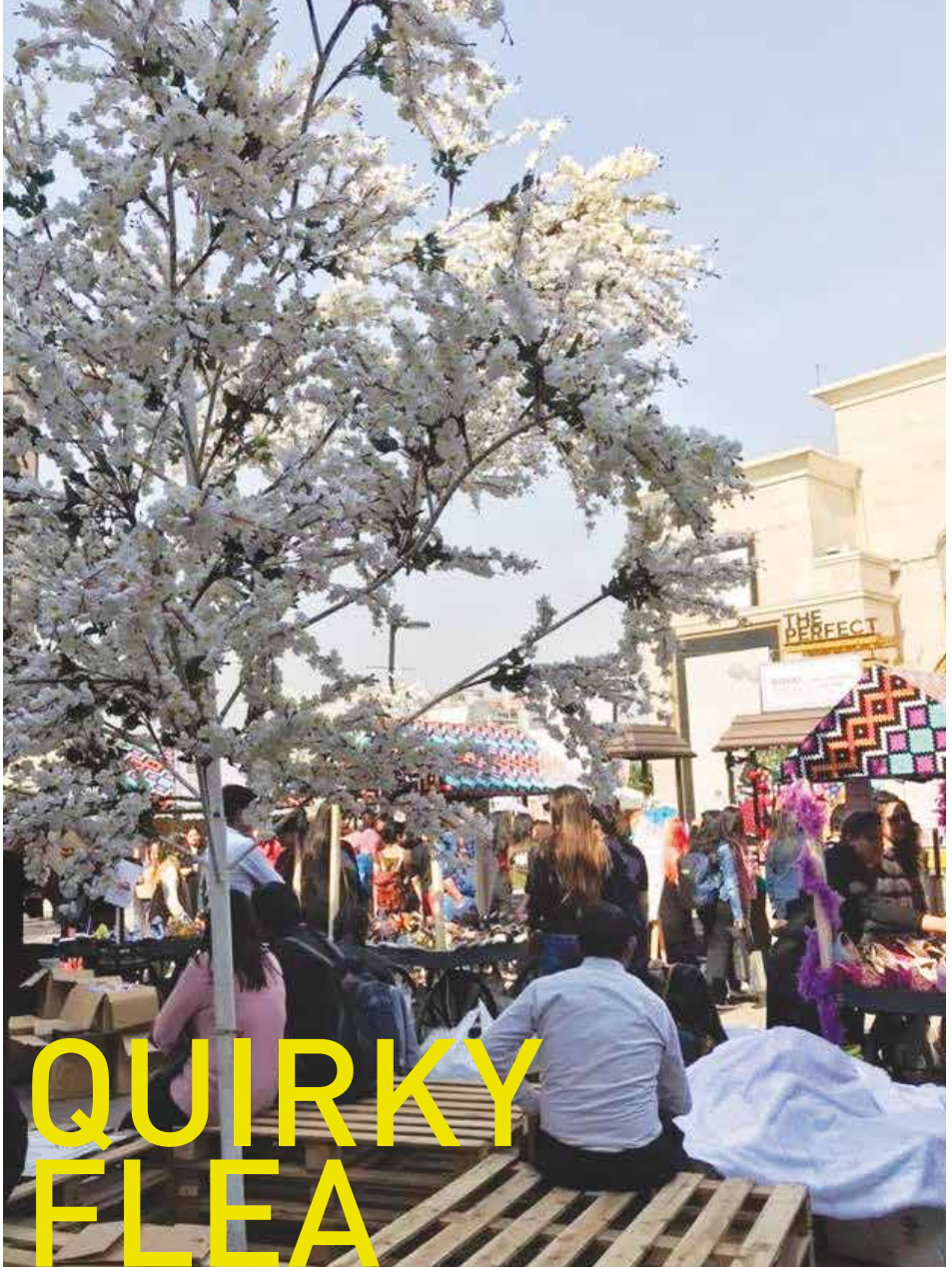


THE HUB

With over 12,000 sq. ft. of space, it is the perfect place for hosting outdoor events. An open area which can accommodate over 2,500 people, the Hub has an amphitheatre, a musical fountain, and is surrounded by restaurants which gives the shoppers a unique outdoor experience.

EVENTS AT THE HUB

- 4 Editions – Delhi Night Out Festival • Prom Du Fest • Boho Bazaar in Association with So Delhi • Kebab Festival in association with LBB
- Hot and Spicy Festival in association with LBB • Piazza/Quirky Flea Markets • Diwali Bazaar • Christmas Markets • Book Launch - Own The Bump • World Music Day • Auto Fiesta • Adidas Originals Brand Launch with Ranveer Singh • Delhi International Arts Festival • Dessert Bazaar by LBB • BC Festival By Go Buzzinga • Under Armor launch with Michael Phelps



QUIRKY FLEA MARKETS





Flea markets curated at the hub can accommodate around 35-40 pop-up kiosks. There is ample space for holding contests, workshops, and performances. The Hub also has an amphitheatre, which can be used as a seating area and doubles up as a stage for performances. The musical fountain situated at the Hub creates a great vibe.



BRAND LAUNCHES





The perfect place for holding big events, it can accommodate up to 1,000 people. Ideal for live performances, with round the clock security and housekeeping.



FOOD FESTIVALS





The ideal venue to host food festivals during winters, making DLF Promenade the perfect day-out destination. The open area creates a great vibe and gives shoppers an opportunity to enjoy delicious food while shopping.



DELHI NIGHT OUT





With wide-open spaces, the Hub is ideal for holding big-scale events delivering amazing experiences with round the clock security and housekeeping.



CORPORATE EVENTS





The Hub is aptly designed for hosting corporate and large-scale events. It has an ability to accommodate 2500 people (standing)/ 450 people (round-table sitting)/ 500 people (theatre-style sitting). Surrounded by a plethora of restaurants, it gives enough options for catering. There is also the possibility to place AC hangers during summer.



KEY SPACES IN THE MALL



THE BRIDGE

An open area of 7,000 sq. ft. which can accommodate over 2000 people, and receives the second highest footfall. Surrounded by an attractive QSR complex, it acts as a walkway between DLF Promenade and the adjacent mall.

EVENTS AT THE BRIDGE

- German Embassy Activation • Thai Embassy Activation
- Quirky Flea Markets • Food Festivals • Adidas Launch



EMBASSY EVENTS





With a daily footfall of over 10,000 people, this area can host up to 2,000 people (standing) for an event. Surrounded by restaurants, and security 24x7, its a great place to hold customer engagement activities.

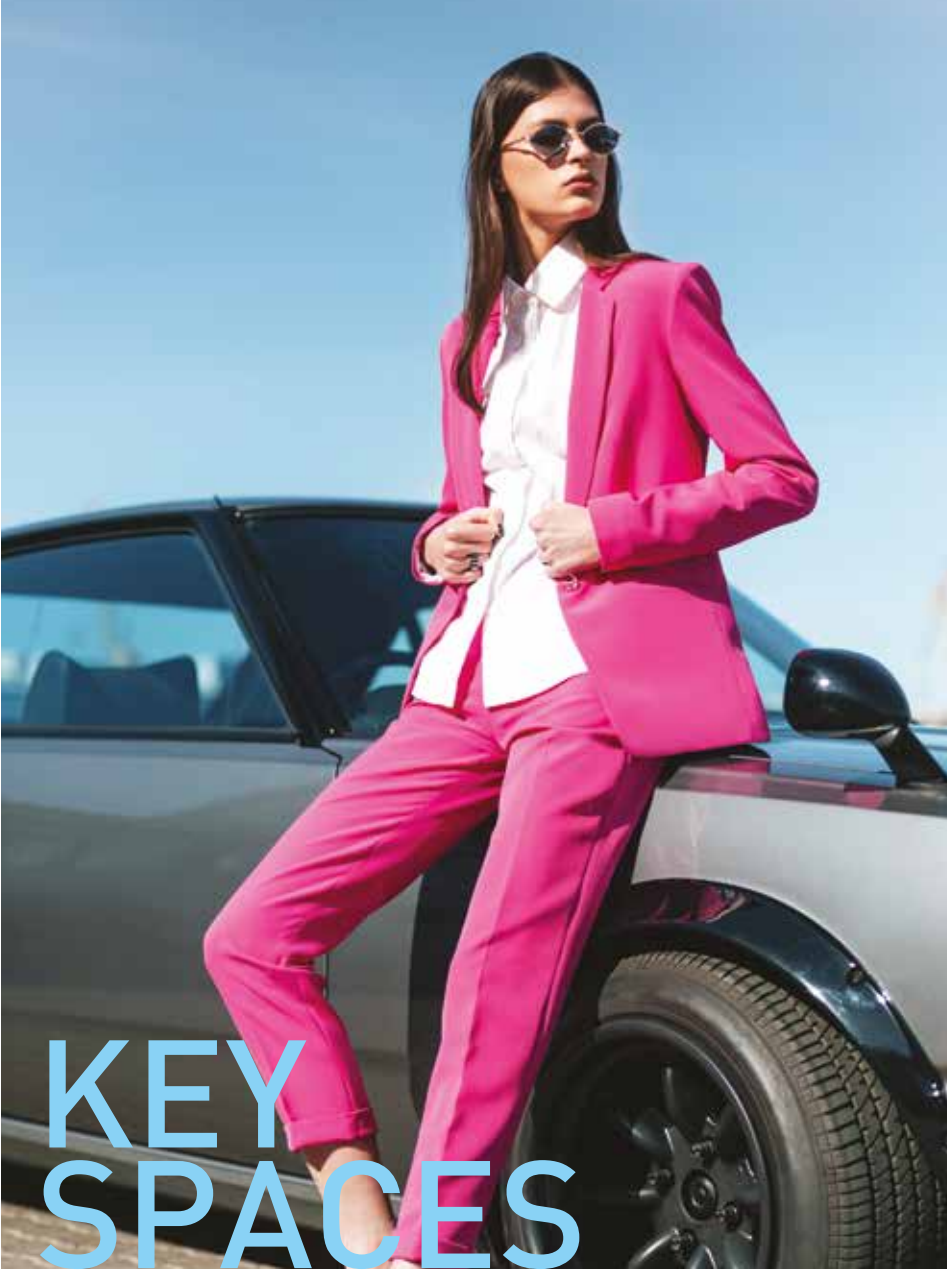


LIFESTYLE EXHIBITIONS





Quirky flea markets where 20-30 brands can participate. Vendors are diverse in the types of products sold. From Jewelry to Apparel to Home Decor, there is great variety in the offerings.



KEY
SPACES
IN THE
MALL



THE ATRIUM

With over 15,000 sq. ft. of clean space, the Atrium is an ideal space for product launches and brand promotions. By nature of its existence, it captures the eyeballs of every visitor who enters the mall. It is also the most engaged space in the premises.

EVENTS AT THE ATRIUM

- Ice Cream Social
- Book launches by Penguin India
- Movie launches
- Luxury car displays
- Art & photography exhibitions



ENTERTAINMENT BASED EVENTS





If you are looking for expanse, this is the perfect choice. A big area, 60 feet in length, enables you to host big scale events such as Cirque De Soleil.



ICE CREAM SOCIAL



The area is perfect for small-scale food festivals. At a given point in time, it can accommodate 12 kiosks of 8x8 each. With 24x7 security and housekeeping, hosting events in the Atrium is a hassle-free experience.



BRAND LAUNCHES





This area sees some really high profile brand launches as there is enough space to accommodate a big crowd and the access to restaurants makes the overall experience extremely enjoyable.

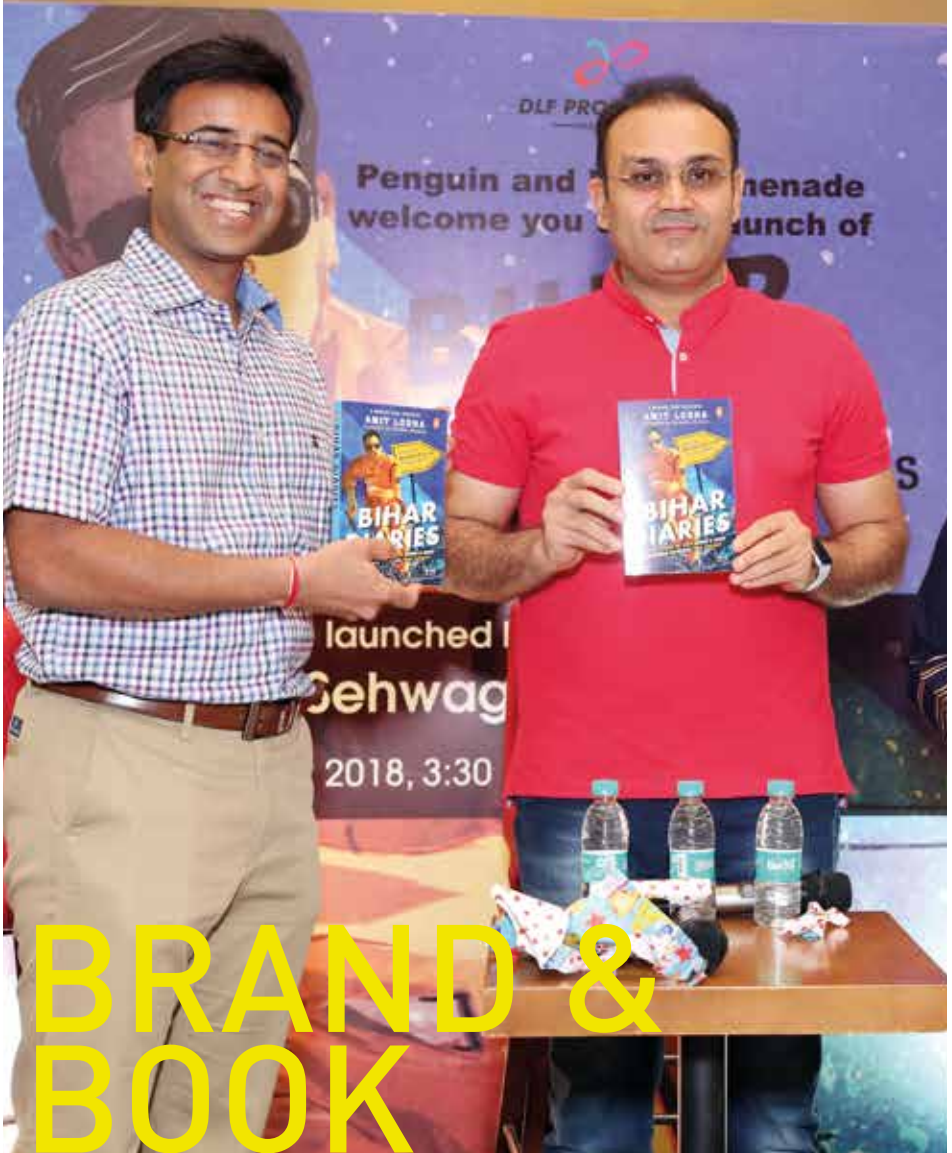


CAR LAUNCHES





The ideal place for holding experiential events given it has round the clock security and safety and attracts maximum eyeballs. Some of the biggest brands such as BMW & Audi have already hosted successful launches here.



BRAND & BOOK LAUNCHES





This is an excellent place to organize talk shows, master-classes, stand-up comedy acts, celebrity events, flash mobs, and small band performances. The place has visibility from the entire mall and can accommodate over 200 people.



PHOTOGRAPHY & ART EXHIBITIONS





When it comes to showcasing art, this space has the right balance of open space and an audience which appreciates the finer things in life.

CONTACT DETAILS

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DLF PROMENADE
— VASANT KUNJ —



DLFPROMENADE.COM