



Baku, Azerbaijan — May 2024





Grand Mall

Grand by name and grand by nature: An impressive new shopping destination in the heart of Baku's premium residential district

We are proud to introduce Grand Mall to the retail real estate market in Azerbaijan — an exceptional full-scale mall in the heart of the prosperous and densely populated residential district of Yasamal in the under-served western area of the city centre.



A new shopping focal point in the west of the city

Comprising a total GLA of 40,000 m² conveniently laid out over only two trading floors, Grand Mall is superbly located at the centre of a prosperous and densely populated area in the west of the city which until now has been seriously under-served in respect of good quality modern retail space.

2 levels

40,000 m²



Grand Mall occupies the podium beneath the ten 24 storey Grand Hayat apartment towers, is easily accessible from all areas of the city and has been designed to be fully in sympathy with the vibrant atmosphere of the surrounding area.



An exciting new retail opportunity

The opening of Grand Mall will change the shopping geography of the capital. It offers a unique opportunity for retailers to expand their portfolios with the addition of new stores at Grand Mall which will achieve high trading densities from the outset with minimal risk of sales dilution in existing stores.

The Broadest Brand Appeal

Grand Mall is being leased to be primarily focused on the thriving middle market. The fashion offer will be centred on successful established brands (whose operating profit levels in Azerbaijan are exceptional) along with a select portfolio of new entrants to the market.

Major home and electronics retailers will take larger spaces on the upper floor, along with an impressive Food Court and casual dining offer. The mall has also secured major supermarket and cinema anchors while discussions are well advanced with an innovative FEC offering.



In the heart of the fastest growing residential district of Baku which caters to a comfortably affluent demographic with high levels of disposable income. There is ample dedicated parking for the mall and the site can be accessed from three separate entrances/exits which allow for easy approaches from all directions.

Rapid residential development



75,000
cars per day

Northern intercity entrance to Baku

Intercity bus terminal

Tbilisi Avenue

20 Yanvar m/st

8 Noyabr m/st

GRAND
MALL

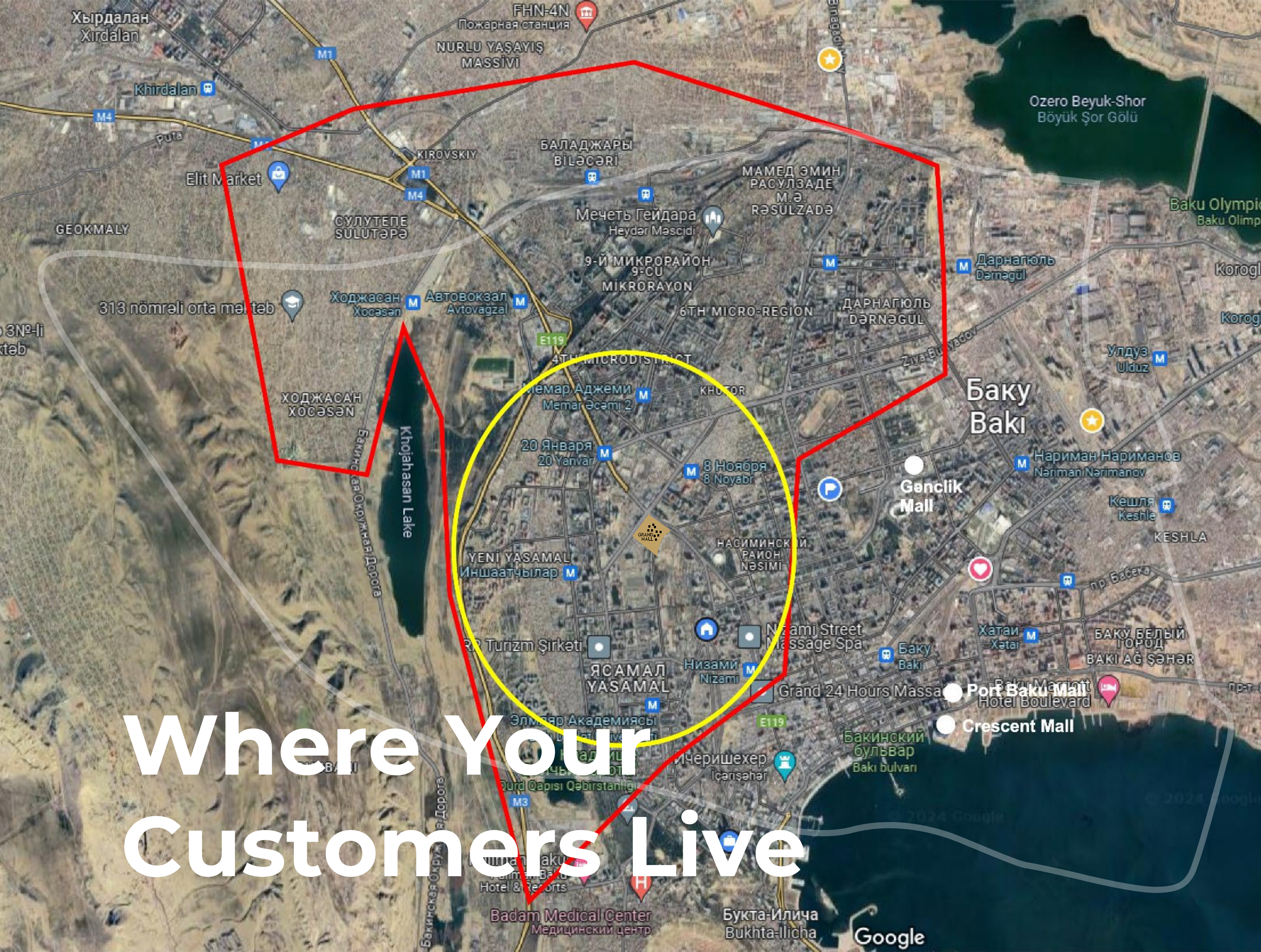
Shafayat Mehdiyev St.

Salamzade St.

Inshaatchilar m/st

Elmler Academy m/st

Outstanding Location with Superb Accessibility



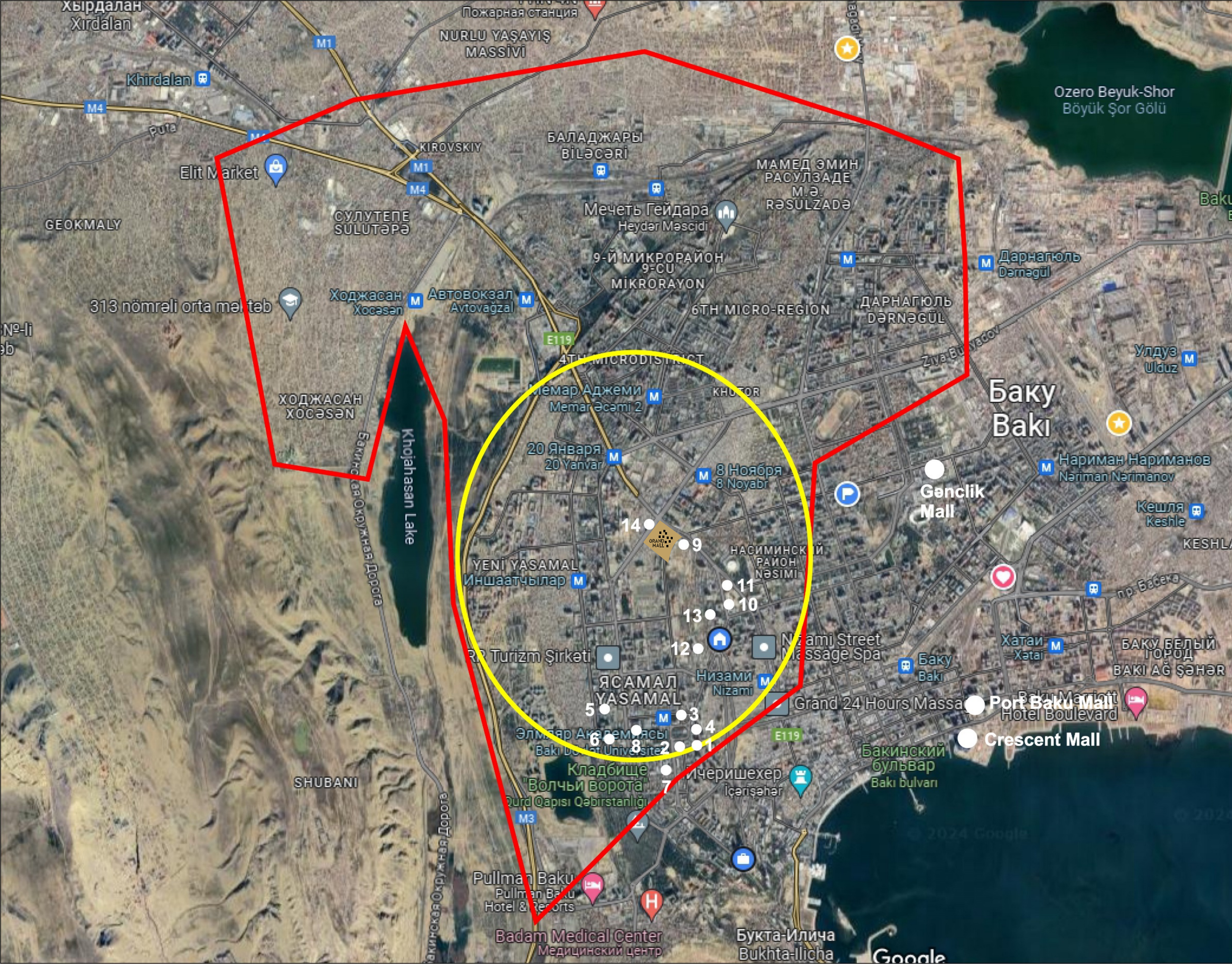
The Grand Hayat complex is located in **Yasamal District**, the most developed modern residential area in the city.

The map alongside shows both core and primary catchment areas for the mall in relation to its main competitors. Population within a 2,5 km radius shown in the yellow circle is 500 000, thus providing a solid core of local shoppers.

Population within the wider area outlined in red will also find access to Grand Mall more convenient than to any other major mall and therefore provides a primary catchment of over 1 000 000 potential customers. (N.B. this includes some of the area directly to the north of Ganjlik Mall given the convenience of the main highways heading west towards Grand Mall.).

These figures are comparable with the catchment numbers for the highly successful Ganjlik Mall, which is currently the only competitor mall to Grand Hayat in terms of retail area.

Baku overall has a total population in excess of 3 million and given the easy access the mall has from all parts of the wider city, its attractive mix of mainstream retail, F&B and entertainment options will also be a major draw for customers from this extensive secondary catchment area.



1 - Ministry of Ecology and National Resources

2 - Ministry of Taxes

3 - Ministry of Justice

4 - Committee of Customs

5 - Baku State University

6 - Architect University

7 - Technical University

8 - Azerbaijan National Academy

9 - Chirag Plaza

10 - Bridge Plaza

11 - Caspian Plaza

12 - State Statistic Committee of Azerbaijan

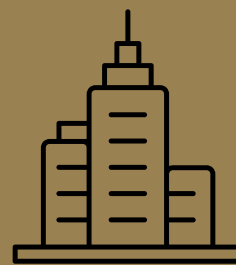
13 - Hyatt Park Hotel

14 - Ministry of Transport

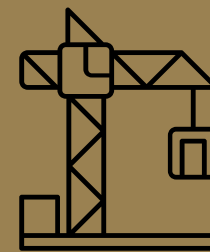


-  Memar Acemi
-  20 January
-  8 November
-  Inshaatchilar
-  Elmler Academy

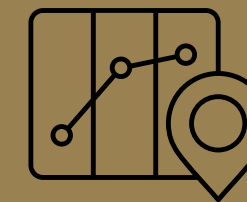
The Grand Scheme of Things



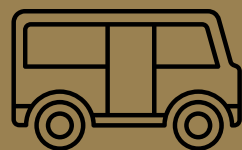
Fastest growing
residential area in
Baku



20 major new
residential projects
completed
within the last two years



On trunk route
connecting Baku to
Xirdalan and Sumgayit



On all major
bus routes



Close to 5
high-traffic
metro stations

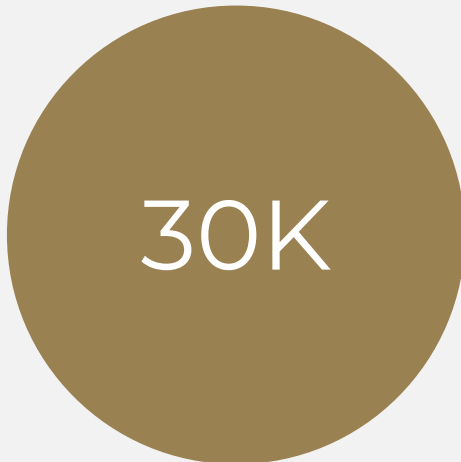


1000 dedicated parking
spaces accessible
from three entry points

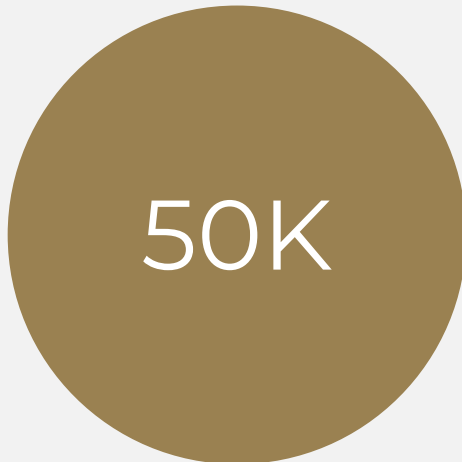


Major office locations
throughout the district including
7 major government offices

Grand Mall's Prospective Footfall



Visitors on Weekdays



Visitors on Weekends

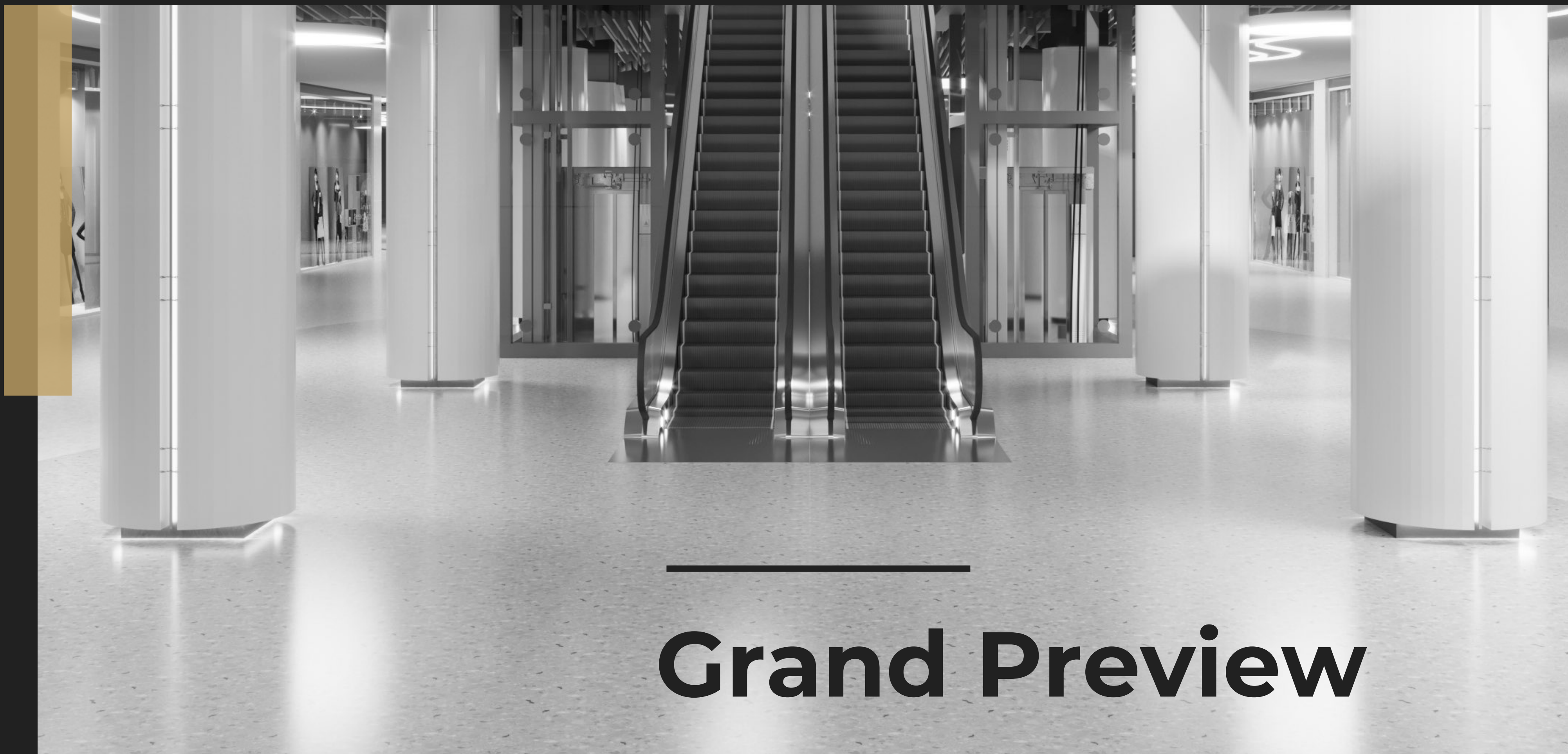


Visitors per Week



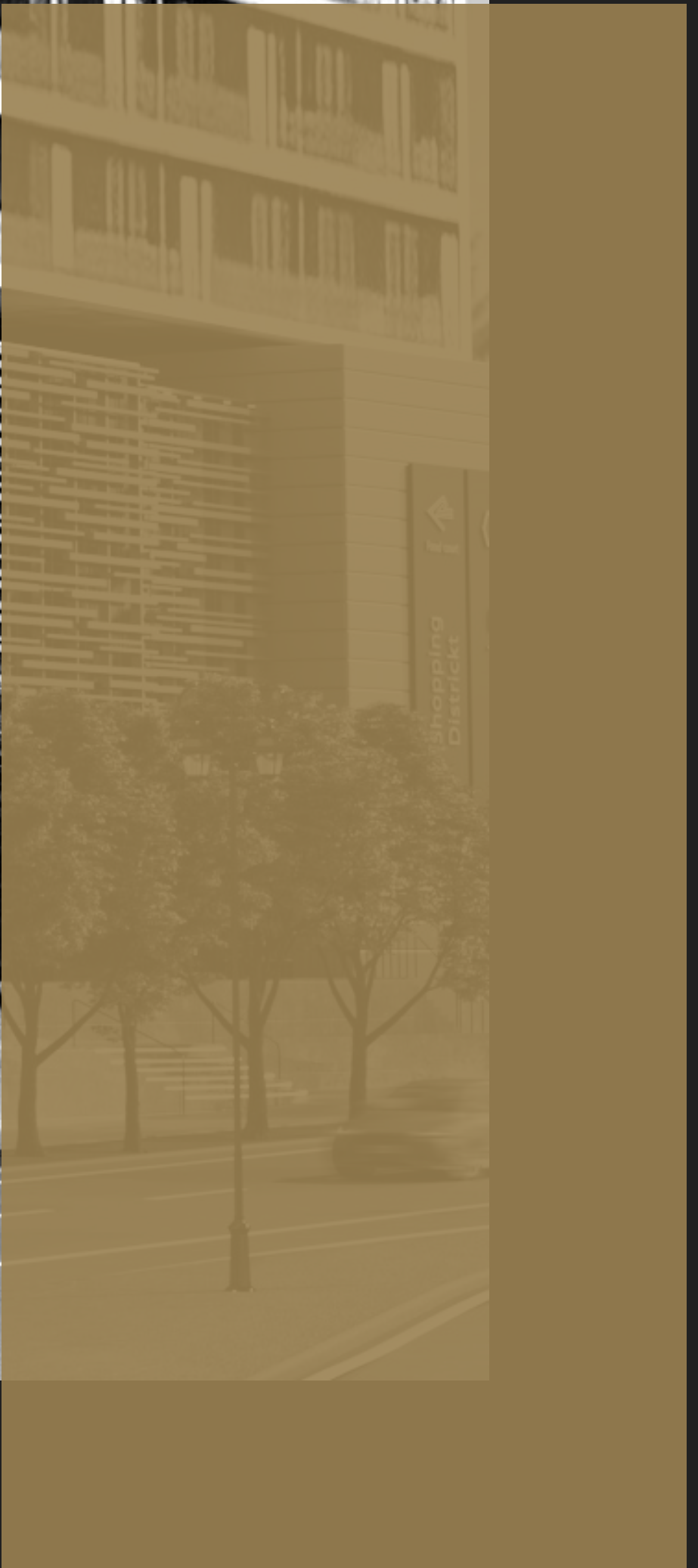
Grand Mall should be readily capable from the outset of attracting 30K visitors on weekdays and 50K on weekends, giving an overall footfall count in excess of 250K per week.

With an appealing retail offer and good operational management, there is no reason why these numbers should not grow substantially over the first 2–3 years from launch.



Grand Preview

The Grand Mall in renders



Facade



Hall



Hall

Level Floor Plans

Getting the most out of the Grand Mall



Level 01

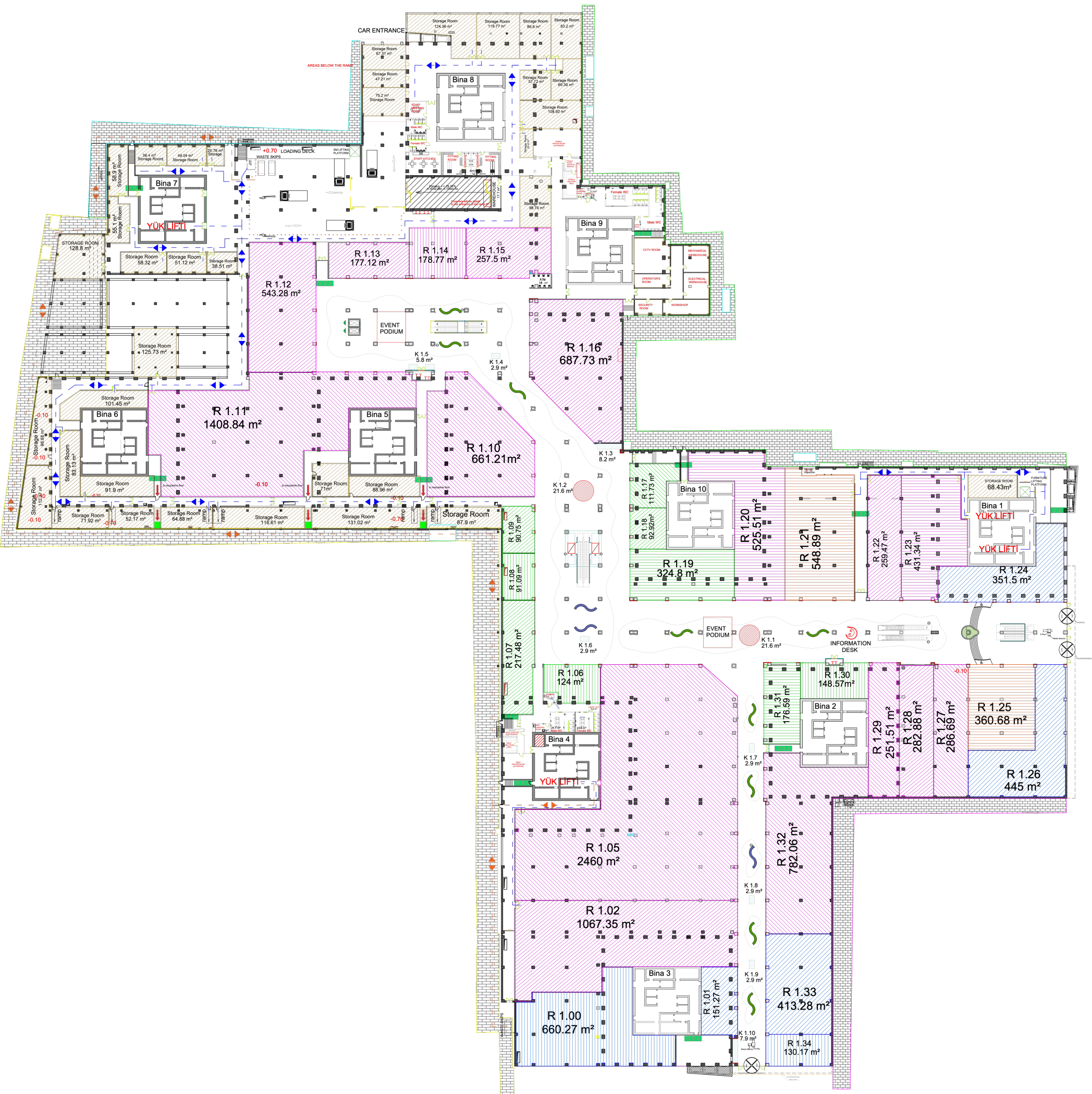
GRAND MALL LEVEL 01 RETAIL MIX (GLA ANSI/ BOMA) JUNE 2023

LEGEND

- FASHION (INCLUDING SPORTS AND KIDS CLOTHING)
- F&B
- LINGERIE, ACCESSORIES, PERFUME, COSMETICS, JEWELLERY
- ENTERTAINMENT, SUPERMARKET, SERVICES
- HOME
- KIOSK (F&B)
- KIOSK (SOUVENIR, ACCESSORIES)
- STORAGE ROOM

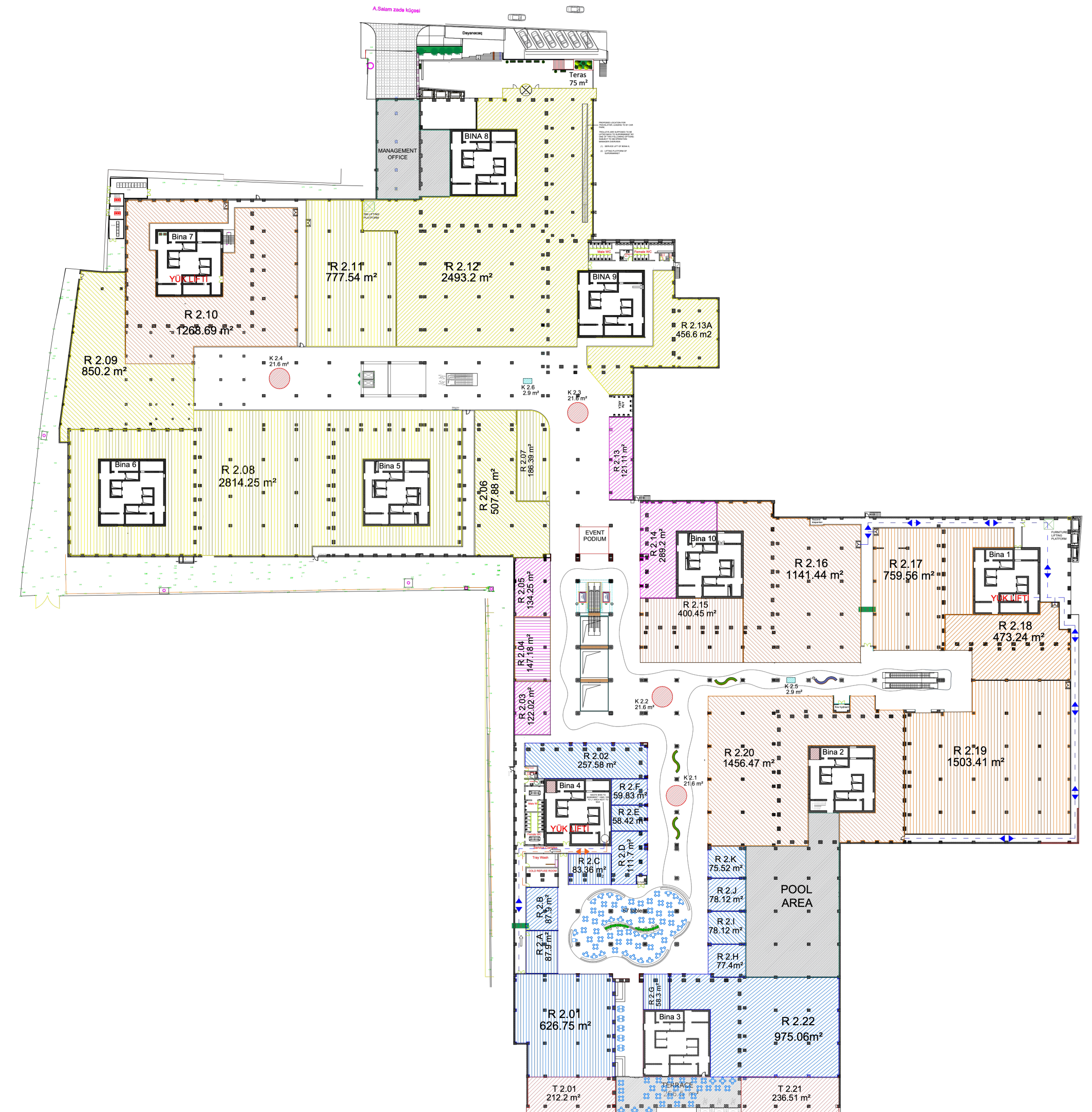
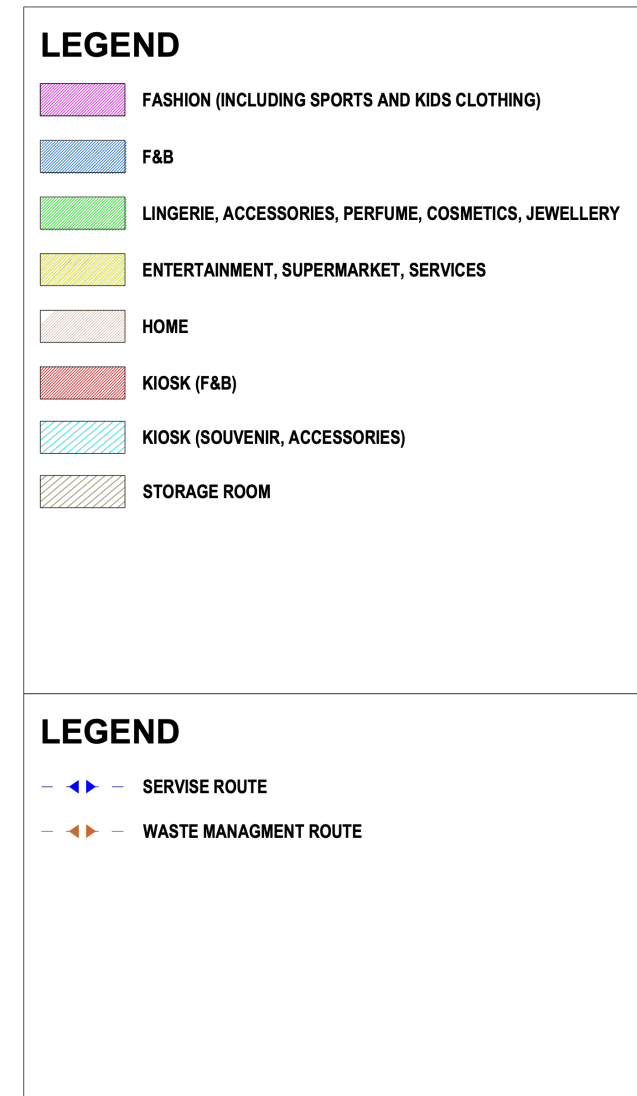
LEGEND

- SERVICE ROUTE
- WASTE MANAGMENT ROUTE



Level 02

**GRAND MALL
LEVEL 02
RETAIL MIX
(GLA ANSI/ BOMA)
JUNE 2023**





Summary

Mall

Located at Grand Hayat, consisting of ten 24-storey buildings with a total of 1,920 apartments

Levels: **2**
GLA: **40,000 m²**

Potential Footfall

On weekdays: **30,000**
On weekends: **50,000**
Per week: **250,000**

Neighborhood

- 120,000 cars passing by per day
- 5 metro stations in ~15 min walk
- 7 bus stops immediately adjacent
- 6 business centres
- 7 major government offices
- 3 largest Universities
- 500K of potential local shoppers
- over 1 million residents in primary catchment
- 3M residents in Baku



Seize the Grand Opportunity

If you have any questions regarding the project please contact:

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