

# Creative presentation for Phoenix Market City



# Pre-launch Hoardings



**There's always a place for one more...**



**Bitter, salty, sour, sweet, spicy, .....**





**Reel life to real life...**

**Freewheeling experience...for a change!**



Double spread Launch ad



# Pune gets its first real mall!

- ▶ 9 Screen PVR multiplex ▶ 5 storeys of hi-end retail
- ▶ Gaming centre & kids play zone ▶ Multi-level parking for over 1600 cars

**11 lakh sq.ft. of Retail, F&B, Entertainment & Hospitality.**  
**Pune finally gets its real mall.**  
It's not just a mall, it's a whole world!

*Excitement and fun for every family!*

**Shopping | Movies | Entertainment**

Viman Nagar, Pune, Maharashtra, India





Post launch hoardings



# Be a world shopper

5 stories of high street shopping.

11 lakh sq.ft. of retail, entertainment, fashion, lifestyle.....



PHOENIX  
MARKETCITY  
PUNE



# Taste the world!

**More than 100 eateries**

11 lakh sq.ft. of retail, entertainment,  
fashion, lifestyle.....



**PHOENIX**  
**MARKETCITY**  
PUNE





# Get your dose of fun

**9 screen multiplex and gaming**

11 lakh sq.ft. of retail, entertainment,  
fashion, lifestyle.....



**PHOENIX**  
**MARKETCITY**  
PUNE





# Even your wheels need their space

Parking for over 1600 cars...

11 lakh sq.ft. of retail, entertainment,  
fashion, lifestyle.....



**PHOENIX**  
**MARKETCITY**  
PUNE



Shopping bag



Mall external branding





Mall interior



Gift wrapping paper



11 lakh sq.ft. of retail, entertainment, fashion, lifestyle.....



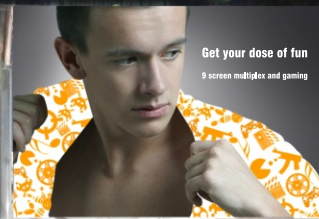
PHOENIX  
MARKETCITY  
PUNE



Be a world shopper  
5 stories of high street shopping.

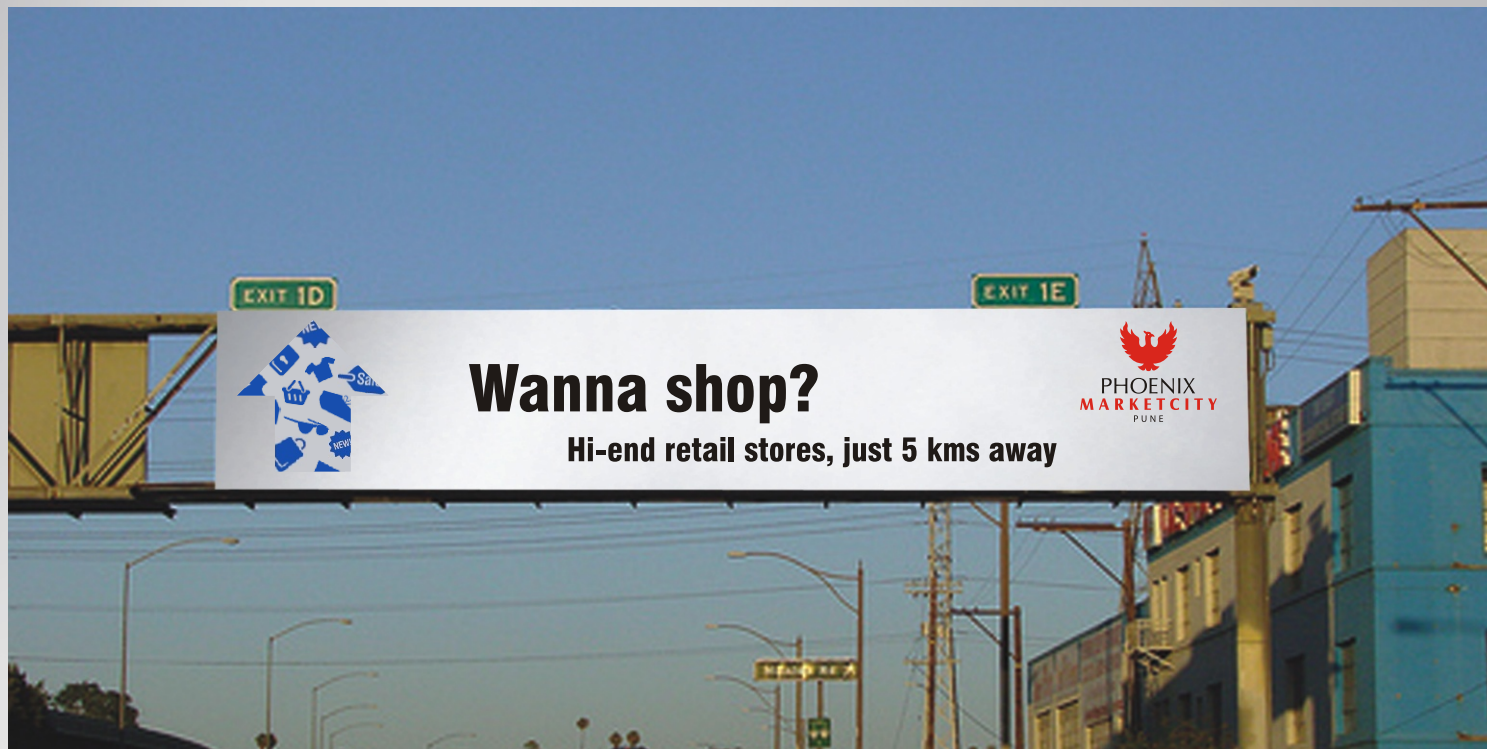


Taste the world!  
More than 100 eateries



Get your dose of fun  
9 screen multiplex and gaming

Bus stop panel



Gantry 1



Gantry 2





Auto rickshaw hood



Bus stop panel



Bus stop panel innovation



Kiosk





Kiosk



Mobile hoarding



Airport Branding





Airport branding panel





Media innovation - Kiosk



Panels



Building drop down





Media innovation - Zebra crossing



Coffee mug



Branded lunch box



Caps





T - Shirts





T - Shirts



T - Shirts



Branded compass



Bus





Viman Nagar, Pune, Maharashtra, India

Ride the wave of  
shopaholism!



B to B Brochure - Cover

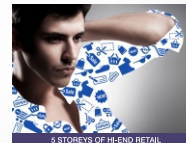
## Landmark in the making...

Save the present Viman Nagar in your memories.  
Together we shall change its face!!  
It's really big. And sure to change the skyline of Viman Nagar. You can be at the receiving end of this big opportunity!

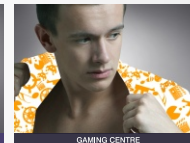


## 11 Lakh sq. ft of megaspace!

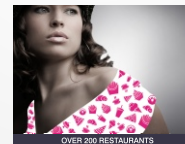
You're sure to attract eyeballs and enjoy foot falls...  
Plethora of world class brands and a wide variety that suits every budget. Needless to say, your target customer is gonna be here. Guaranteed!



5 STOREYS OF HI-END RETAIL



GAMING CENTRE



OVER 200 RESTAURANTS



MULTI LEVEL PARKING FOR 2000 CARS