

# ROBOTEX

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REIMAGINING REAL ESTATE EXCELLENCE

*Comprehensive Management & Consulting Solutions  
for Modern Real Estate Spaces*



“

***Growing  
Stronger  
Everyday -  
Join us***

ROBOTEX

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# WHAT DO YOU KNOW ABOUT US?



At **Robotex**, we specialize in crafting elevated real estate experiences that merge operational excellence with refined aesthetics. As one of India's most distinguished real estate management and consulting firms, we offer bespoke, end-to-end solutions tailored for premium commercial and retail environments, especially large-scale malls and retail hubs.

With a presence in over **10 key metropolitan cities**, our portfolio spans over **35 million square feet** of meticulously managed real estate. From iconic shopping destinations to high-footfall commercial complexes, we manage spaces that serve as benchmarks in design, functionality, and brand synergy.

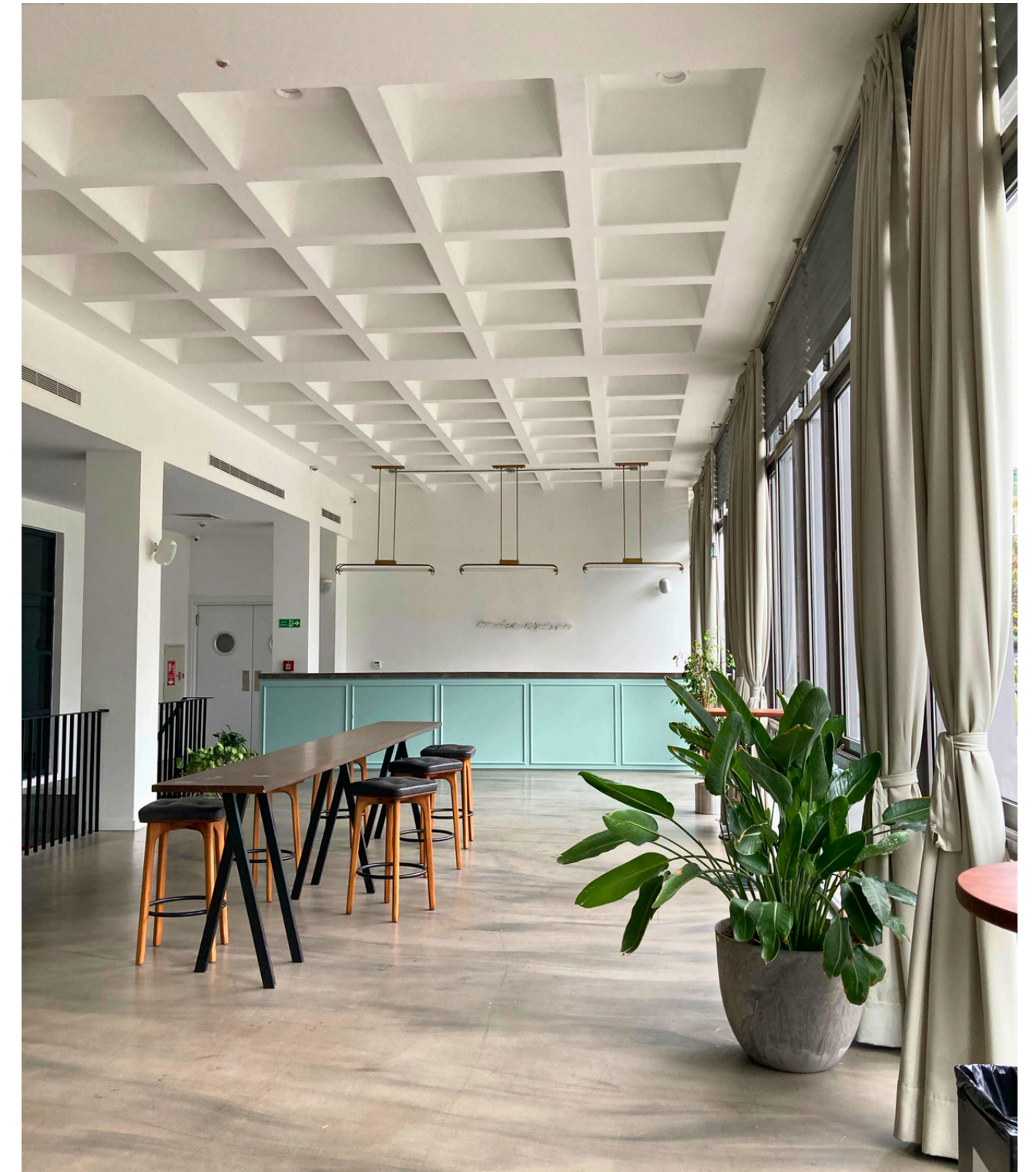
Our deep-rooted expertise and personalized approach have enabled us to facilitate over 1,400 retail transactions, partnering with some of the most prestigious Indian and international brands. Every project we undertake is guided by a vision to enhance asset value, create immersive retail environments, and deliver a seamless experience for stakeholders and consumers alike.



# TRANSFORMING REAL ESTATE SPACE

Founded in 2020 and based in Gurgaon, Robotex is an innovative consulting firm specializing in comprehensive real estate management solutions across India. We focus on transforming real estate spaces into vibrant destinations through expertise in all stages of development, including conceptualization, leasing, branding, marketing, and operations.

Our diverse portfolio showcases our effectiveness in various markets, and we collaborate closely with developers and investors as part of their teams. With a client-centric approach and a commitment to excellence, Robotex aims to redefine real estate management standards, enhancing customer experiences and driving long-term value for stakeholders.



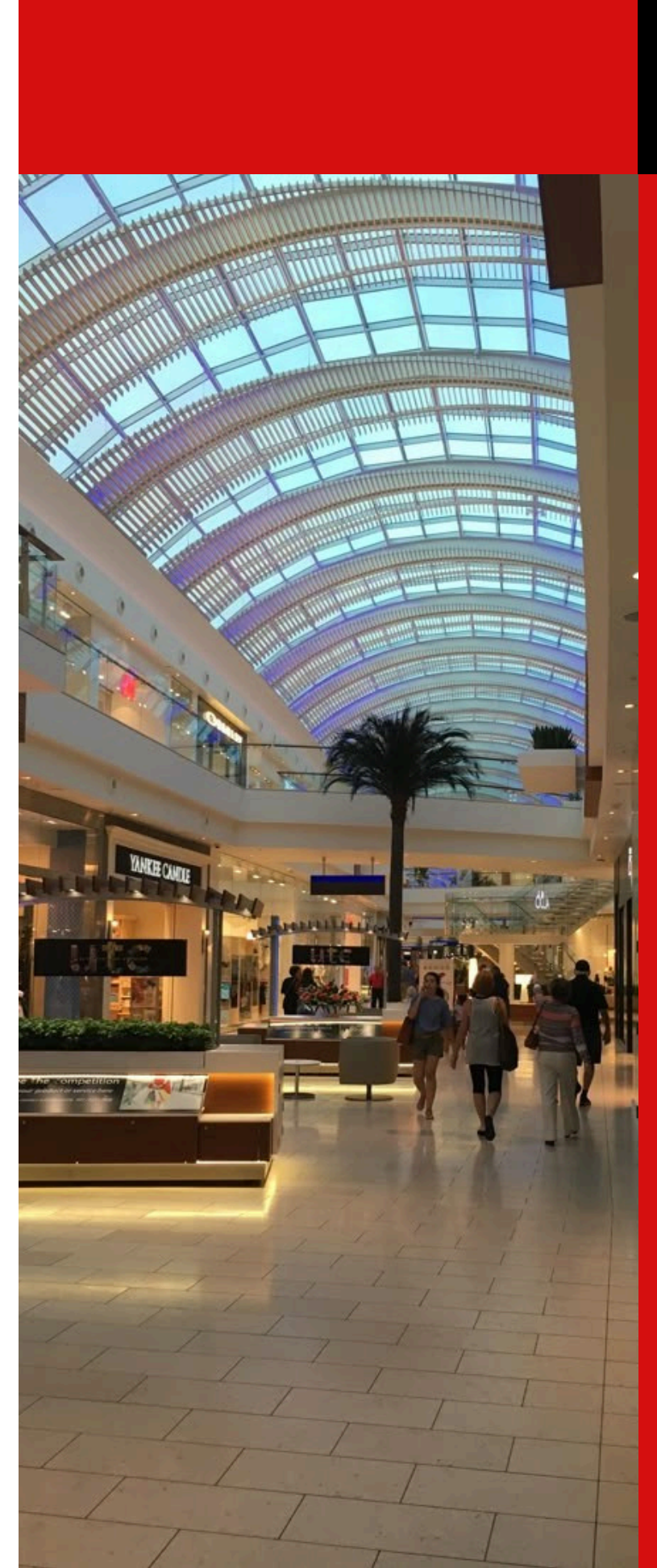


“ *Retail  
innovation &  
experience  
design.* ”

# RETAIL INNOVATION & EXPERIENCE DESIGN

## DEVELOPER PARTNERSHIP, LEASING STRATEGY, MALL MANAGEMENT, OPERATION, AND LAUNCH

- Lease Strategy, Zoning, and Lease Management and Execution
- Mall Management, Launch, and Operations
- Pre and Post-Opening Strategy
- Mall Turnaround Strategy
- Vendor Management: Legal/Design Partners/ Technology/ Parking
- Marketing, Technical, and AI Tools for Mall Management
- Sustainability Initiatives
- Customer Service



# LEASING STRATEGY

MAXIMIZING OCCUPANCY · MINIMIZING VACANCY

## CURATE THE RIGHT TENANT MIX

Conduct in-depth market analysis to identify and attract tenants whose brand ethos, offerings, and customer profile resonate with the mall's positioning and target audience. Prioritize synergy to elevate the overall shopping experience.

01

## REFINE THE LEASING JOURNEY

Implement a streamlined and transparent leasing framework that minimizes administrative delays, fosters trust, and accelerates tenant onboarding. A frictionless process enhances tenant satisfaction from day one.

02

## DESIGN STRATEGIC LEASE STRUCTURES

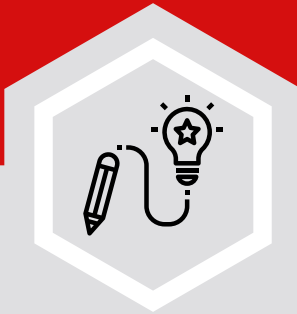
Craft bespoke lease agreements that reflect mutual value. Align terms with tenant performance metrics and business goals, ensuring long-term partnerships that support both growth and stability.

03



# ELEMENTS OF MALL MANAGEMENT

CREATING SEAMLESS EXPERIENCES. ENHANCING RETAIL VALUE



## DESIGN GUIDELINES & VISUAL OVERSIGHT

A mall's design is more than aesthetics—it influences dwell time, navigation, and overall shopper satisfaction. From entrances and storefront façades to wayfinding signage and ambient lighting, every detail is curated and monitored to align with brand identity and enhance visitor experience.



## EXPERIENTIAL MARKETING & PROMOTIONS

Luxury retail thrives on engagement. Curated events—fashion shows, product launches, cultural showcases—are integrated with strategic ATL (TV, radio) and BTL (billboards, print, brochures) campaigns. Elegant, consistent signage throughout the mall ensures seamless navigation and reinforces promotional messages.



## ZONING & SPATIAL PLANNING

Strategic zoning is essential to optimize foot traffic and elevate the customer journey. Spaces are thoughtfully segmented into Retail, F&B, Entertainment, and Leisure zones—each designed with its ambiance, brand curation, and promotional calendar, encouraging prolonged engagement and repeat visits.

# MALL LAUNCH STRATEGY: FROM VISION TO VIBRANCY

AN ELEVATED ROADMAP FOR SEAMLESS MALL SUCCESS

## 01 PRE-OPENING PHASE

*Laying the Foundation for Excellence*

- Curate a strategic Leasing Master Plan tailored to tenant mix and target demographics.
- Recruit and rigorously train operational and customer-facing teams to ensure service excellence.
- Organize and rehearse dry runs and test operations for all systems and services.
- Plan and coordinate launch campaigns, ensuring brand-aligned storytelling across all platforms.

## 02 GRAND LAUNCH

*Creating a Moment Worth Remembering*

- Orchestrate an immersive launch event experience — from celebrity appearances to cultural showcases.
- Leverage premium media partnerships, press coverage, and influencer collaborations.
- Offer exclusive previews, giveaways, and time-sensitive offers to drive immediate footfall and buzz.

## 03 POST-OPENING STRATEGY

*Sustaining Momentum with Precision*

- Curate a calendar of experiential events, seasonal promotions, and festive campaigns.
- Implement robust digital and performance marketing strategies to attract and engage visitors.
- Maintain world-class infrastructure standards through regular inspections and upgrades.
- Foster strong tenant relationships with transparent communication and performance tracking.

# INTELLIGENT TOOLS FOR MODERN MALL MANAGEMENT

LEVERAGING MARKETING, TECHNICAL & AI SYSTEMS TO ELEVATE RETAIL EXCELLENCE



## STRATEGIC MARKETING TECHNOLOGIES

*Harness the power of integrated digital tools to drive engagement and brand presence:*

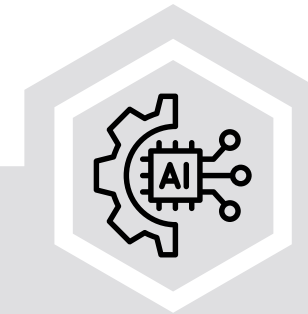
- Social Media Management Suites
- Automated Email Campaign Platforms
- Experiential Event Planning Software
- Advanced Web & Visitor Analytics



## SMART TECHNICAL INFRASTRUCTURE

*Ensure seamless day-to-day operations with intelligent building systems*

- Building Automation & Control Systems
- State-of-the-Art Security Surveillance
- HVAC Optimization & Monitoring Tools
- Energy & Utilities Management Software



## AI-DRIVEN OPERATIONAL INTELLIGENCE

*Deploy Artificial Intelligence for data-driven decision-making and personalization:*

- Predictive Footfall Analytics
- Intelligent Customer Segmentation
- Targeted Marketing Automation
- Proactive Maintenance & Facility Insights
- Real-time Visitor Experience Monitoring

# MALL FACILITY OPERATIONS

ENSURING EXCELLENCE, EFFICIENCY & EXPERIENCE

## FACILITY MANAGEMENT

Seamless upkeep and flawless functionality of all core infrastructure, elevators, escalators, HVAC systems, lighting, and cleanliness of all common areas.

Regular audits ensure strict compliance with safety, hygiene, and security standards, preserving the mall's operational excellence.

## TECHNICAL MANAGEMENT SYSTEMS

Robust backend systems support uninterrupted mall operations, power supply management, HVAC optimization, water systems, and advanced fire detection and prevention.

Every system is proactively monitored to ensure efficiency, reliability, and regulatory adherence.

## LEASE MANAGEMENT SYSTEMS

Centralized control of lease agreements and tenant coordination.

Includes digitized documentation, renewal tracking, compliance oversight, and consistent liaison to foster long-term tenant relationships and transparency.

*Curating a Greener, Smarter Tomorrow*



## Intelligent Energy Management

Implement cutting-edge solutions such as LED ambient lighting, motion-sensor systems, and AI-powered climate control to significantly reduce energy consumption and operational overheads, while enhancing shopper comfort.

## Holistic Waste Management

- Segregated recycling stations
- Zero-landfill goals
- Vendor partnership for sustainable packaging
- Eco-conscious disposal protocols



## Biophilic Design & Green Spaces

Infuse the mall environment with curated green zones, vertical gardens, and indoor landscaping. These not only elevate aesthetics but also promote wellness, air purification, and a deeper connection to nature.

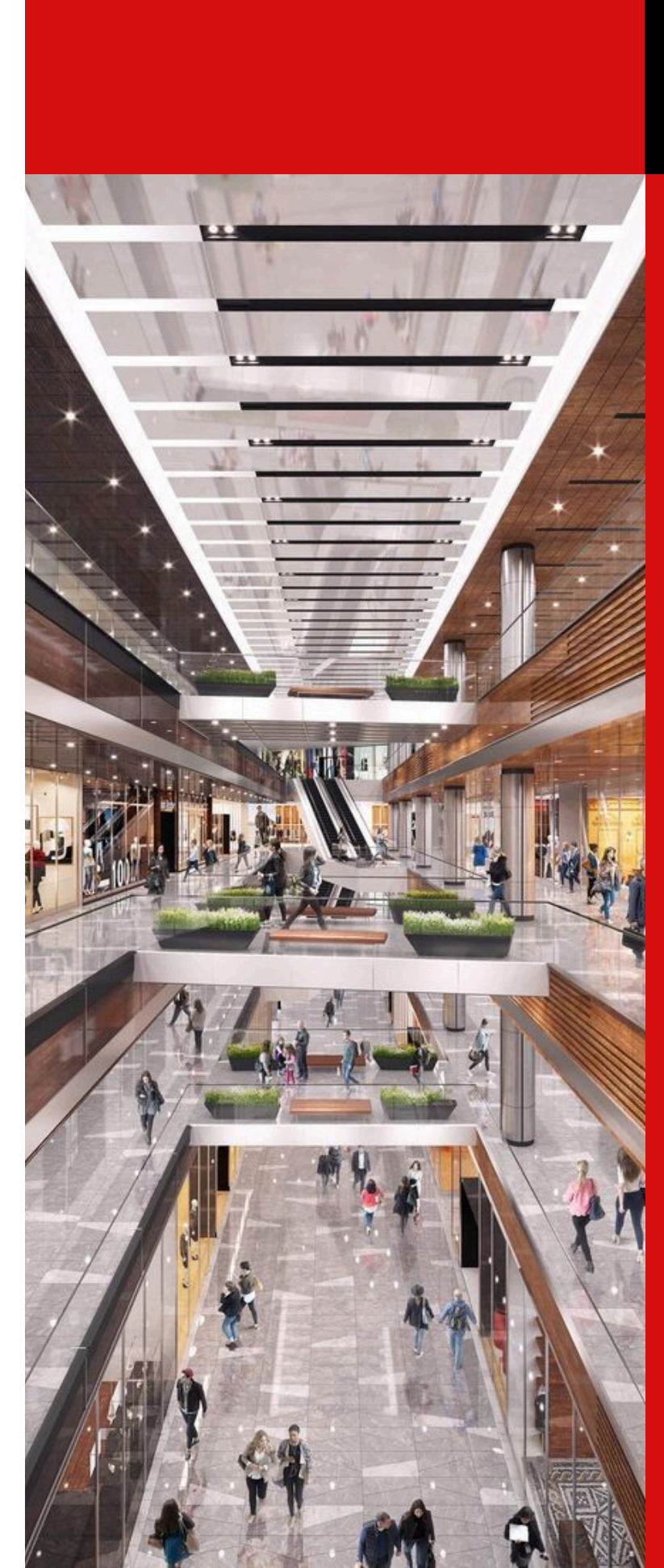


“ *Empowering  
Brands with  
Strategic  
Intelligence.* ”

# RETAIL INNOVATION & EXPERIENCE DESIGN

## EMPOWERING BRANDS WITH STRATEGIC INTELLIGENCE

- **Portfolio Evaluation:** In-depth analysis of the brand's current portfolio to identify performance gaps, growth opportunities, and ideal retail formats for expansion across premium destinations.
- **Competitive Mapping:** Strategically map out direct and indirect competitors to benchmark brand positioning, discover whitespace opportunities, and inform differentiated market entry plans.
- **Strategic Tie-Ups:** Facilitate curated introductions and negotiations with high-potential mall developers and landlords, aligning brand ethos with the right retail environments.
- **Geo-Commercial Insights:** Evaluate regional legal frameworks, taxation, and commercial viability to ensure seamless retail operations and risk mitigation across varied geographies.
- **Industry Participation & Market Intelligence:** Provide access to key industry forums, trend reports, and retail networks to keep brands at the forefront of innovation and market shifts.



# CLIENTS' CASE STUDY

**3Roads**

**Integrated Mall Management  
Services**



FITOUT  
MANAGEMENT



LEASE STRATEGY  
AND LEASING



FACILITY  
MANAGEMENT



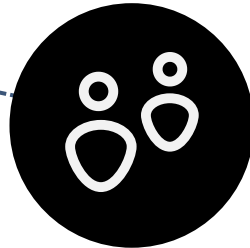
BILLING



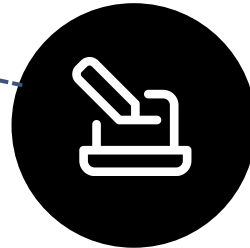
MARKETING AND PR-COMplete  
CALENDAR STRATEGY AND  
IMPLEMENTATION



VENDOR  
MANAGEMENT



DESIGN MANAGEMENT,  
SIGNAGE, STOREFRONT





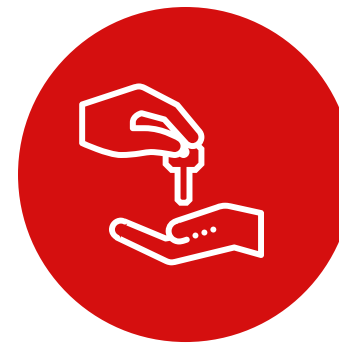


# CLIENTS' CASE STUDY

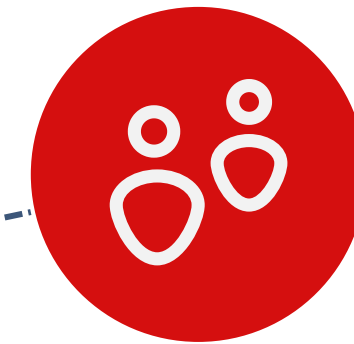
## Airia Mall by Reach and Lakeshore

- Scope of work undertaken

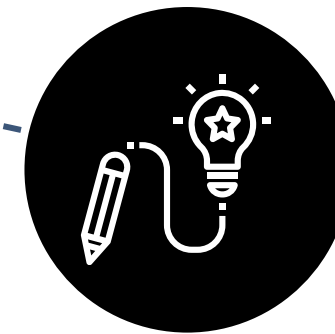
LEASING



MALL OPERATIONS & MANAGEMENT



PROJECT MANAGEMENT





“ *Corporate  
real  
estate  
solutions.* ”

# CORPORATE REAL ESTATE SOLUTIONS

## CURATED WORKSPACES TAILORED TO BUSINESS GROWTH

- **Strategic Expansion & Consolidation Planning:** Data-driven office space strategies based on workforce analytics, connectivity, proximity to landmarks, and employee-centric amenities.
- **Rent vs Cost Optimization:** Comprehensive financial evaluation to balance rental value with operational and growth efficiencies.
- **Real-Time Corporate Market Intelligence:** Regular updates on market trends, emerging locations, and real estate movements to support agile decision-making.
- **Access to Exclusive Commercial Inventory:** Seamless access to a diverse portfolio of owned and affiliated commercial assets across prime business districts.
- **Lease Benchmarking & Negotiation Support:** Industry-aligned benchmarking to secure competitive commercial terms and maximize leasing advantage.
- **Design & Build Services:** End-to-end bespoke workspace design and execution, ensuring brand-aligned, functional, and inspiring environments.
- **Test Fit-Out Optimization:** Precision-planned test layouts to validate space utilization and ensure optimal team efficiency.
- **Managed Office Solutions via Trusted Partners:** Fully managed plug-and-play office spaces with top-tier partners, customized to evolving business needs.



# CORPORATE REAL ESTATE SOLUTIONS



## RENT *VS* COST ANALYSIS



### RENT

- Flexible workspace with lower initial investment.
- Ideal for scaling without long-term commitments.



### COST

- Higher upfront cost with asset ownership.
- Long-term savings and property value growth.

# MEET OUR TEAM

**Nandani  
Taneja**

Regional Director



**Deepak  
Sethi**

Project Director



**Pankaj  
Priyadarshi**

Centre Head



**Naveen  
Sharma**

Sr. Manager



**Bharat  
Panwar**

GM



# VISION

Our goal is to become India's leading asset manager for retail-centric mixed-use developments by elevating the customer experience through exceptional service delivery.

## VALUES



PERSEVERANCE



EXCELLENCE



ENTREPRENEURSHIP



INTEGRITY &  
TRANSPARENCY



TEAMWORK

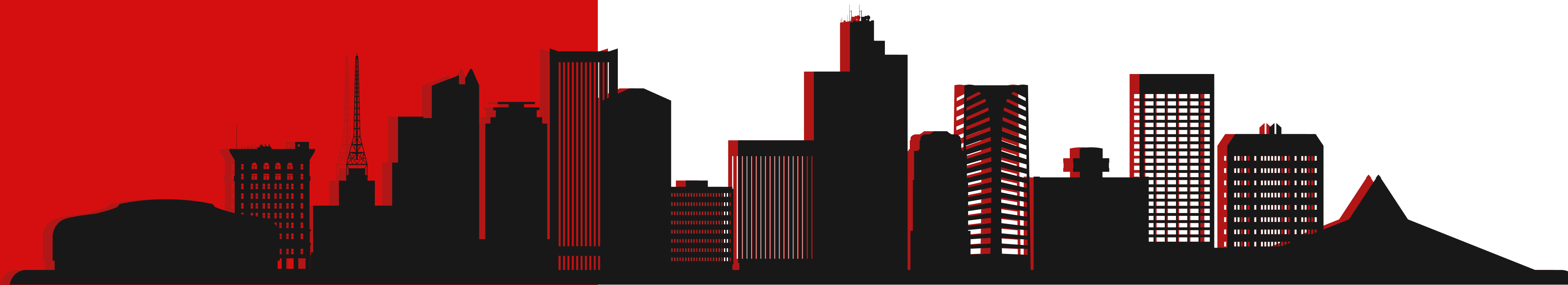
***“Trusted by  
Businesses,  
Proven by  
Results.”***

**5+**   
**Clients**

**10+**   
**Cities**

**99%**   
**Success Rate**


**5**   
**Years in Business**





# OUR CONTACT



ROBOTEX

 **Telephone:**  
9599776816

 **Email:**  
[info@robotex.net.in](mailto:info@robotex.net.in)

 **Office Address:**  
Reach 3Roads, Sector  
70, Gurgaon

 **Website:**  
[www.robotex.net.in](http://www.robotex.net.in)