

T.Y.B. Com

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Article No-1

It's All about Location – Retail Stores in Hyderabad Crowd

the Somajiguda – Punjagutta Area

According to a study by real estate consultants Cushman and Wakefield, in Hyderabad, among all shopping streets in the city, the stretch between somajiguda to punjagutta circle is the location most preferred by retailers to set up their shops. The stretch houses some of the biggest names in retail and fashion in the country. There are several jewelry and wedding trousseau outlets.

Rentals in the regions hover around Rs.110 per sq ft at present, the highest in the city. It has been growing at almost 75 per cent year –on-year. Unofficial sources say that the average business generated per store is in the range of Rs 70-80 lakh per month.

This half-a-kilometer region is where most of the biggest retail stores and branded outlets in the city are present now. The location is perfect as it is close to the posh localities in the city like Banjara Hills and Jubilee Hills, from where a large amount of business comes. The area is also an important link to connect the rest of the city, especially the IT hubs, the Hitech city and Gachibowli. Since this location is a popular driveway the brand registry and recall is very high is a popular driveway the brand registry and recall is very high for commuters.

[Source: The report in The Economic Times.](#)