

DEMAND AND SUPPLY OF MALL SPACE SYSTEM BAJAJ CAPITAL

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ABSTRACT

The first fundamental necessity of a person is always to possess a home. Housing is also considered as a significant sector of the national economy which assesses the level of living and economic status of the country. The bank could provide house loans at a reduced rate to entice clients. This research is based on the customer decision, reasons, issue and knowledge regarding housing loan. The study is conducted to analyze the customer happiness & banking rating of the consumers in the dimension of Housing finance firm and to determine the elements impacting the customer's satisfaction level towards the home loans given by Bajaj housing finance. The present research seeks to identify the elements affecting the consumer towards happiness on house loans and to investigate the link between the important aspects influencing customer satisfaction and the banking rating. For this objective, 170 respondents were selected as sample for the research to collect the desired information. Data are acquired by survey using questionnaire approach. The study is beneficial for the staff and researchers to understand the customer satisfaction during purchase of house loan and issues experienced by the client during processing of loans and re-payment.

INTRODUCTION

DEMAND

A product or service's demand is the quantity that buyers are willing to pay for at a certain price point. Because buyers are willing to part with more cash as prices drop, a demand curve that slopes downward is typical. The demand for a product or service is influenced by several variables, including price, the cost of related and replacement items, and others. On the other hand, there are situations in which demand is either unlimited at any given price or completely price independent. Supply and

demand are the two main factors that influence the market price.

Differences between Aggregate and Individual Demand

Consequently, results may vary from one client to the next. She deals with elements that are modest to severe. While they may have an impact on demand on an individual basis, they each have their own unique impact on the market as a whole. Demand in the market as a whole, or aggregate demand, is the sum of all individual demands. Talking about "individual demand" is referring to the desire of a certain customer. A customer's disposable income is one component that substantially impacts her product demand. Nevertheless, in a vast economy, her income has a negligible impact on aggregate demand.

SUPPLY

The total quantity that can be sold for a product or service at a given price. One of the most important factors influencing supply is price. When supply and demand are in balance, the market will naturally gravitate towards the highest possible price for producers and the lowest possible price for consumers. (2) Input costs: if inputs are cheaper and output is higher at a particular price point, then profits are higher. Thirdly, the pricing strategies of rivals; suppliers may cut down on output or look for alternative ways to increase profits if their goods are selling at lower rates. The quantity of a good or service that is available for purchase in an economy is dictated by the propensity of banks, buyers, and sellers to part with it. Plotting the price (the independent variable) vertically and the amount delivered (the dependent variable) horizontally is a common supply-and-demand diagram. Assuming all other variables remain constant, supply in the products market refers to producers' readiness to sell a commodity at various prices per unit of time. In a labour market, the supply of labour is

the number of hours that individuals are willing to work each week, month, or year in relation to the pay rate. A country's central bank determines or influences the money supply, which is the quantity of readily convertible assets accessible in the money market. There is a premium on this sum in the financial markets. Whether on main streets, in malls or shopping complexes, or in neighbourhood strips, every big contemporary city has its share of retail outlets. The success of shopping malls and other contemporary retail establishments is closely tied to the macroeconomic principle of supply and demand. The retail sector and the economy as a whole suffer when there is an overabundance of retail space, particularly a big one. This is due to the fact that there is clearly not a lot of demand for retail space all around the globe.

OBJECTIVES OF STUDY

- Find out how likely it is that Hyderabad will see the construction of new malls.
- Find out how many malls have recently closed and for what reasons.
- What changes are in the works for Hyderabad's retail centres?
- Provide me with the locations and facilities of the L&T malls in Hyderabad.
- Learn about the potential locations of future malls in Hyderabad.

NEED FOR THE STUDY

L&T is creating malls in Hyderabad, therefore they care about the square footage and amenities of the mall.

The promising regions of Malls in Hyderabad.

Locate the parking spaces in the shopping centres.

Mall space in Hyderabad: what's available and what's in demand.

METHODOLOGY

In research, technique refers to a strategy of approaching a subject in a methodical manner. All the standard methods for solving the research challenge are there. Therefore, it means a systematic way of approaching a problem that starts with identifying it, then moves on to creating hypotheses, collecting data, analysing it, and finally, conducting research to a conclusion—which could be a

solution to the current problems or a theoretical formulation generalized—based on the results.

The Authentic Records

In order to suggest the purchased title, primary data is necessary. Surveys with predetermined questions, interviews, focus groups, and other discussion and feedback techniques are some of the ways primary data may be gathered. In the structured questionnaire, a predetermined set of questions was used to gather specified data. Unfortunately, this risky and costly data collecting strategy remains unavoidable.

Information Obtained from Different Sources

Secondary data collection is much less labor-intensive than primary data collection. Nevertheless, this data is crucial for improved metrics, sales strategy planning, future forecasting, and corporate development. Publications like these are often seen in scholarly journals. Things like the organization's annual report are examples of publicly available documents.

Example of process

For this sample, fifty managers were used. Retail centre managers, company owners, engineers, government employees, and service providers are all part of the sample. For this study, we interviewed fifty mall managers at random. The dealer uses a random number generator to determine the quantity of samples.

LIMITATIONS OF THE STUDY

A big hurdle was the time limit. More time has to be spent collecting data.

As a matter of policy, employees choose to withhold some details.

The intangible nature of market strategies and their reliance on uncertainty create a chasm between theory and reality in this area.

The organisation lacks the necessary expertise and resources to adequately secure its customers' private information, which results in a daily data cap and the release of all records for the fiscal year at the conclusion of the month.

INDUSTRY PROFILE

Infrastructure Sector in India

More money is coming in from sales of construction equipment. Predictions indicate

that sales of construction equipment in India would skyrocket from 50,000 units in FY07 to 96,700 units in FY18, a compound annual growth rate (CAGR) of 6.18%. With 76,000 units sold between FY07 and FY16, the construction equipment sector had a growth rate of 4.76 percent. From January to May of 2021, sales in the construction equipment sector in India increased by 47.6 percent, reaching 21,869 units.

Introduction

An area where India's economy has flourished is in the improvement of the nation's physical infrastructure. Due to the industry's critical role in India's economic growth, the government is investing heavily in it. This includes the rules that will hasten the building of India's first-rate infrastructure. The minister of roads, highways, and shipping, Mr. Nitin Gadkari, has said that over the next three years, the government plans to invest Rs 25 trillion (\$376.53 billion) on infrastructure.



Investments of eight trillion rupees, or about \$120.49 billion, would be used to establish twenty-seven industrial clusters, while projects to connect roads, railways, and ports would get funding of five trillion rupees, or approximately \$75.30 billion. Included under the category of "infrastructure" are structures such as power plants, bridges, dams, roadways, and citycenters. In August of 2021, India rose 19 spots to 35th place on the 160-nation Logistics Performance Index (LPI) 2021, put together by the World Bank. Industry Size: Over the next five years, India must invest Rs 31 trillion, or \$454.83 billion, on infrastructure. Of this sum, 70% must be allocated to electricity, transportation, and urban areas.

In the next four to five years, the power industry in India may get \$250 billion in investment, according to Mr. Piyush Goyal, the union minister of coal, electricity, and renewable energy. This paves the way for enormous

opportunities in machinery, transmission, distribution, and power generation. Following a four-year slump, the Indian construction equipment sector is reportedly on the mend, according to research from the Indian Construction Equipment Manufacturers' Association (ICEMA). Forecasts indicate that by FY2019–20, the industry's present valuation of \$2.8 billion will have increased to \$5 billion. Foreign direct investment (FDI) of US\$ 24.19 billion was received by the construction development industry between April 2000 and March 2021, as reported by the Department of Industrial Policy and Promotion ("DIPP").

COMPANY PROFILE



Overview

In the fields of finance, engineering, construction, and technology, the global corporation Larsen & Toubro stands as a titan. When it comes to hydrocarbons, infrastructure, power, process industries, and the military, L&T is the go-to provider for clients in more than 30 countries. Our wide range of skills spans every aspect, from "design to deliver," and L&T is involved in significant, high-impact economic areas. For over seven decades, we have been at the forefront of our industries thanks to our strong, customer-focused attitude and dogged pursuit of world-class quality. Technology, engineering, building, infrastructure, and manufacturing are all areas in which we excel. Professionalism and sound corporate governance underpin all of L&T's operations. Our approach to achieving success in the long run includes a strong focus on sustainability. India is one of eight nations where the company's products are manufactured. Thanks to their global supply network and several foreign offices, L&T is able to service customers from all over the world.

Joined with the L&T Metro Rail

Larsen & Toubro Limited was chosen by the Andhra Pradesh government to construct the Hyderabad Metro Rail Project. Under the Design-Build-Finance-Operate-Transfer (DBFOT) approach, the Project was to be carried out by an L&T Metro Rail (Hyderabad) Limited Special Purpose Vehicle ("The Company"). On September 4, 2010, a record six months after the announcement of the contract,

the firm and the Andhra Pradesh government officially signed the Concession Agreement. We withdrew all funding for the initiative on March 1, 2011. The project's debt has been approved by ten separate institutions, with the State Bank of India being the frontrunner. In terms of electrical infrastructure, this Public Private Partnership (PPP) project is the largest of its kind in India's history. Larsen & Toubro Ltd., of which the company is a subsidiary, is the firm's parent. The Company has successfully completed the highly regarded Metro Rail Project with the assistance of international specialists. Numerous prestigious consulting companies are at your service, like AECOM Feedback Ventures Consortium, Parsons Brinckerhoff, Halcrow, E&Y, and Louis Berger. An area of 18.5 million square feet is planned for construction by the corporation. is anticipated to enhance economic activity in the Hyderabad region and provide many job possibilities via transit-oriented development (TOD).

Summary of the Task

The Hyderabad Metro Rail Project is the biggest public-private partnership (PPP) in the history of metro projects. Cities with populations of 8 million or more are leading the way in the construction of metros and other forms of fast public transportation. Hyderabad will boast India's best urban transportation system after the Metro Rail Project is finished. Commutes in India will never be the same again because of this project's groundbreaking use of multi-modal connectivity, practical skywalks, and urban transport planning. All all, the Hyderabad Metro Rail Network is around 72 km long. the three hallways: Train Service Between Miyapur and LB Nagar (First Stage) The second corridor connects Falaknuma to JBS. The third tunnel connects Nagole with Shilparamam. Key Components of the Project Connecting current train stations, the suburban railway network (MMTS), and bus stops will make commuting more pleasant and easy.

At every stage of the Hyderabad Metro project, from stations and depots to rolling stock and track construction, AFC, power supply, traction and SCADA system, telecom system, signalling and train control system, and MEP, "best in class" resources and technology are used. Exceptional station buildings, with elevators available at almost every km. It links the city's major thoroughfares to its most important commercial, residential, and office districts along two separate axes. Links Dilsukhnagar, Koti, Jubilee, Miyapur, and MGBS—the five main bus terminals in the capital city. Connect

to the Secunderabad, Begumpet, and Nampally train stations that are now in service. Bharatnagar, Begumpet, Khairatabad, Malakpet, and Falaknuma are among the cities that provide MMTS services. According to the current plans of the GoAP, feeder bus service will soon be available at many locations around the city. Greener, more sustainable transportation with less pollution, fuel consumption, and carbon emissions. You may travel in comfort and safety with air conditioning and save trip time.

Fresh exercise footwear. Reduced wait times due to increased train frequency. Accessible stations have stairwells, elevators, and amenities for people with disabilities. Parking spaces have been made available by the GoAP at key points all around the path. There will be less need to wait in line or at counters thanks to automated ticket vending machines. The automatic fare collecting system makes using the stations very straightforward. A telephone, public address system, and bathrooms are essential station facilities.

THEORETICAL FRAME WORK

Though demand and supply curves' foundational ideas are simple, there are a few caveats and subtleties to consider before getting into their specifics. The basic premise of a product's demand curve is that, as the price of the product decreases, more and more people would desire to buy it. An economics term for the negative correlation between asking price and desired quantity is the "law of demand." The fundamental drivers of this relationship are supply and demand, with a few very rare exceptions. The law of demand states that every demand curve (D in the figure) must have a downward sloping slope. On one side, we have the pricing, and on the other, we have the amount that will be required within a certain time frame. A product or service's supply will increase in proportion to its price. Based on this basic premise, the supply curve is constructed. That is to say, supply curves, such as curve S in the image, have an upward slope. The rising cost of production is a contributing factor to the positive correlation between price and quantity provided. Therefore, a greater price is required to encourage more manufacturing. Of course, this isn't always the case when established businesses grow or when new ones join a market. If there are more things accessible at the original price or even lower due to these kinds of long-term price decreases, the supply curve will be horizontal, or sloping downwards. The supply curve is more likely to have an

increasing trend over longer time periods, such as several months.

Price and the rule of supply and demand are central to the efficiency narrative. The marginal replacement cost is a key indicator of pricing, which both producers and consumers use. What factors go into setting prices? According to economic theory, supply and demand will eventually balance out as prices of goods and services go up. When supply and demand are balanced, this price "clears away" any surplus, why it is called the market-clearing price. Market clearing operates on the well-known economic idea of supply and demand. There will be more supply and less demand for a product or service when its price is raised. Overproduction occurs when supply outstrips demand, which happens when prices are excessively high. When prices are dropped, on the other hand, supply decreases and demand increases. Our thesis is that supply is rationed because demand is higher than supply and some customers cannot afford to buy what they want.

Contemporary general equilibrium theory is the area where Walras has made the most impact. Few economists have tried to demonstrate the operation and equilibrium of a multi-product economy before Walras. Despite the possibility of analytically solving such an equation system for equilibrium, Walras maintained that there was no guarantee that it would ever achieve equilibrium in practice. The second step towards system equilibrium was Walras's invention of a made-up market mechanism he dubbed "tatonnement" (French for "groping"). Through the iterative process of tatonnement, market participants communicated their willingness to supply and demand at a certain price. When supply exceeds demand, lowering prices would cause fewer sellers to enter the market and more buyers to step in. Because of this, prices would "grope" to find a stable level.

DATA ANALYSIS & INTERPRETATION

1 .How many malls existing in Hyderabad?

S.NO	NAME OF THE MALL	LOCATION	AREA
1	INORBIT MALL	HITECH CITY	8,00,000 SQFT
2	GVK MALL	BANJARA HILLS	3,50,000 SQFT
3	PRASADIMAX	KHAIRATABAD	2,35,000 SQFT
4	HYDERABAD CENTRAL	PUNJAGUTTA	2,50,000 SQFT
5	FORUM SUJANA MALL	KUKATPALLY	8,42,764 SQFT
6	MANJEERA MALL	KUKATPALLY	4,50,000 SQFT
7	NSL CENTRUM MALL	KUKATPALLY	1,32,000 SQFT
8	ASIAN UPPAL	UPPAL	2,00,000 SQFT
9	MARUTI MALL	CHANDANAGAR	1,90,000 SQFT
10	MPM TIMES SQUARE	NAGARJUNA HILLS	2,00,000 SQFT
11	MPM MALL	ABIDS	1,80,000 SQFT
12	ASHOKA MALL	BANJARA HILLS	1,50,000 SQFT
		TOTAL	4,514,500 SQFT

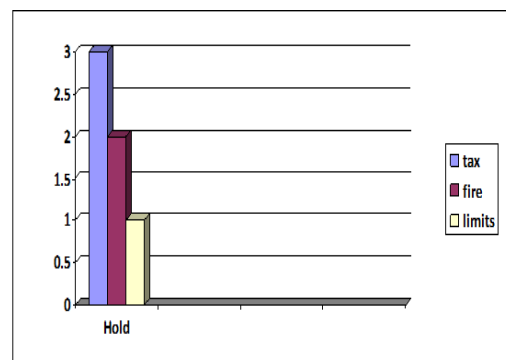
2. Is any mall are in hold?

S.NO	LOCATION	NAME OF THE MALL
1	KUKATPALLY	MEGA MALL
2	KUKATPALLY	RAIN TREE MALL
3	KUKATPALLY	PARSVANATH HOTEL CUM MALL
4	KUKATPALLY	ASHOKA GOLDEN SQUARE MALL
5	MADHAPUR	RMZ ESPLANADE
6	MADHAPUR	MARKET CITY
7	GACHIBOWLI	MALL OF HYDERABAD

3. Reasons behind malls are in hold?

Analysis:

The shopping centres are now closed as a result of the incorrect tax payments. Inadequate fire safety measures have forced the closure of shopping centres. Construction limitations have put the retail malls on hold.



Conclusions:

A number of issues, including floor limit violations, income tax payments, and fire safety concerns, have temporarily halted mall operations.

4. How many upcoming malls in Hyderabad?

S.NO	NAME OF THE MALL	LOCATION	OPENING	AREA
1	PHOENIX LOTUS MALL	KUKATPALLY	2020	1,90,000 SQ FT
2	LANCO MALL	MANIKONDA	2019	4,04,686 SQ FT
3	DE SHAW CORP	JUBILEE HILLS	2018	1,52,460 SQ FT
4	HITECH CITY MALL	HITECH CITY	2018	2,50,000 SQ FT
5	PUNJAGUTTA MALL	PUNJAGUTTA	2018	4,50,000 SQ FT
6	RAIDURG MALL	RAIDURG	2020	1,000,000 SQ FT
7	ERRAMANZIL MALL	ERRAMANZIL	2022	5,50,000 SQ FT
8	MUSHEERABAD MALL	MUSHEERABAD	2022	4,50,000 SQ FT
9	PRAJAY PRINCETON TOWERS	LB NAGAR	2018	2,00,000 SQ FT

10	MAHESHWARI MPM MALL	BANAJRA HILLS	2022	3,00,000 SQ FT
11	GSM MALL	CHANDANAGAR	2021	4,50,000 SQ FT
12	GM PLATINA	GACHIBOWLI	2021	2,10,000 SQ FT
13	TRENDSET INFINITY TOWERS	KONDAPUR	2021	
			TOTAL	2,607,146 SQ FT

5. Where is your mall located in Hyderabad?

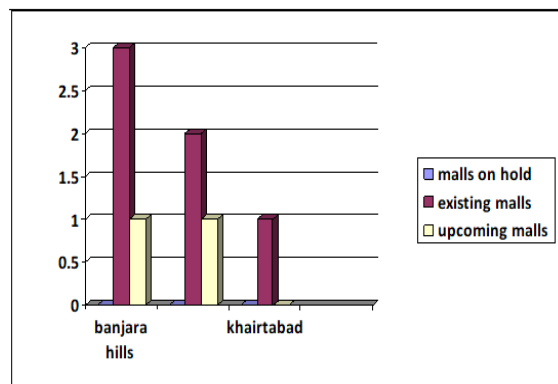
Analysis:

1. Around Banjara hills and Punjagutta

Existing malls = 6

Upcoming malls = 2

Malls on hold = 0

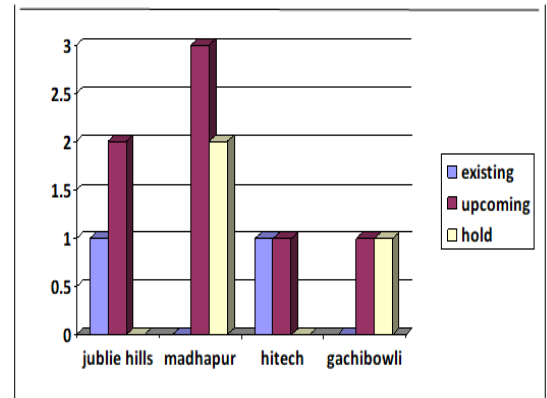


2. Around Madhapur and Hitech city

Existing malls= 2

Upcoming malls= 7

Malls on hold= 3

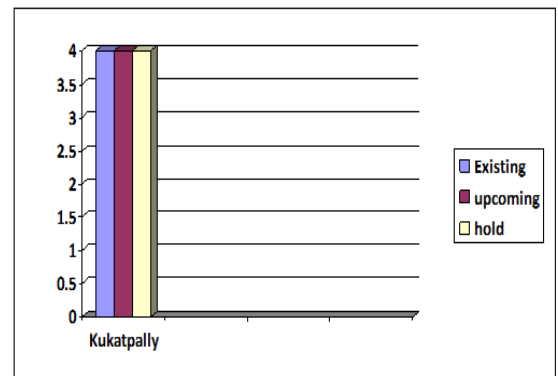


3. Around kukatpally

Existing malls= 4

Upcoming malls= 4

Malls on hold= 4



FINDINGS

The Banjara Hills, Hitech City, and Kukatpally areas of Hyderabad are home to twelve shopping centres.

Seven shopping centres have been placed on hold due to issues with income tax payments, fire safety concerns, and development exceeding allowed limitations.

The areas of Banjara Hills, Hitech City, and Kukatpally are home to thirteen brand new malls. Their total floor area is 2,607,146 square feet.

Based on the findings, it is projected that future malls in Hyderabad would surpass the current malls in size.

Upcoming malls in Hyderabad have a larger parking capacity compared to current malls.

SUGGESTIONS

Three of Hyderabad's most attractive areas for retail malls are Dilsukhnagar, Uppal, and Ecil.

The quantity of space allotted for four-wheelers should be determined by demand.

Existing malls must take the required steps to be competitive in the face of the ever-increasing level of competition.

It will be difficult for future retail malls to compete.

CONCLUSION

Unlike now, when supply is higher than demand, this was true in 2010. The need for new mall construction and renovations has skyrocketed in the last decade. Several multinational corporations have established booths in India's shopping malls as a result of globalisation. The proliferation of shopping malls in India, particularly in the country's major cities, has led to an explosion in mall culture and an exponential increase in the demand for mall items.

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