



FirstLease[®]
Achieving your dream

FirstLease: Your Partner in Retail Leasing Success

Unlocking prime retail spaces in high-footfall areas. We connect ambitious retailers with premium locations in top malls and bustling high streets, turning location challenges into competitive advantages.

www.firstlease.in

LOCATION STRATEGY

Why Location Matters in Retail Leasing

In retail, location isn't just important-it's everything. Studies show that 85% of retail success hinges on choosing the right location with optimal foot traffic.

High-footfall malls and premium high streets deliver the consistent customer flow that transforms browsers into buyers. The difference between a thriving store and a struggling one often comes down to a single decision: where you choose to set up shop.

Your business deserves to be seen by the right customers, at the right time, in the right place.



What FirstLease Does for Retail Brands

FirstLease simplifies retail leasing for brands by navigating complexities, eliminating hidden risks, and securing spaces that protect profitability and operational flexibility.

- Market & catchment analysis

We identify the right audience, footfall potential, and demand drivers to ensure your store launches in a winning catchment.

- City & micro-market selection

We shortlist high-performing cities and micro-markets that align with your brand's growth strategy.

- Mall & high-street leasing

We secure the most suitable mall and high-street locations that maximize visibility and walk-ins.

- Commercial negotiations

We negotiate favourable commercial terms that protect margins and enable long-term flexibility.

- Store fit-out coordination

We seamlessly coordinate store fit-outs to ensure timely, compliant, and brand-aligned execution.

- Post-launch support

We provide ongoing support after launch to help your store operate smoothly and scale confidently.

From Strategy to Store Launch

Right locations. Right terms.
On-time launches.

Understanding Requirements

We align with your brand's vision, format, budgets, and growth plans to define the right retail strategy.



Location & Property Identification

We identify high-potential locations and properties that match your target audience and business objectives.



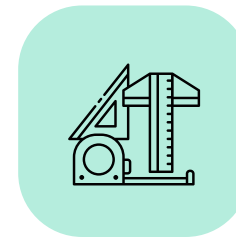
Shortlisting & Negotiation

We shortlist the most suitable options and negotiate optimal commercial terms with landlords.



Fit-outs & Handover

We coordinate fit-outs and approvals to ensure a smooth, on-time store handover ready for launch.



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Location & Leasing Strategy

Mall vs High-Street Analysis

We evaluate malls and high-street locations based on footfall quality, brand visibility, rental efficiency, and long-term scalability to recommend the most effective format for your brand.

Tenant Mix & Adjacency Planning

We assess existing and upcoming tenant mixes to ensure your store benefits from complementary brands, optimal adjacencies, and sustained footfall.

Commercial Negotiations with Landlords

We lead end-to-end negotiations to secure favourable rentals, escalation clauses, fit-out periods, exit terms, and flexibility that safeguard your commercial interests.

City-wise & Micro-Market Prioritisation

We identify high-potential cities and micro-markets by analysing consumer behaviour, competition density, demand patterns, and growth trajectories.

Anchor & Inline Store Strategy

We define whether an anchor or inline store best suits your brand, balancing visibility, cost, space efficiency, and revenue potential.



Design, Fit-out & Launch

Fit-out Planning Aligned with Leasing Timelines

We plan and schedule fit-outs in sync with lease milestones to avoid delays and cost overruns.

Landlord Approvals & Technical Coordination

We manage all landlord approvals and technical requirements, ensuring smooth coordination with mall or high-street authorities.

Vendor Management & Store Handover

We oversee vendors, monitor execution quality, and ensure timely store handover ready for operations.

Branding & Launch Preparedness

We support branding execution and launch readiness to ensure your store opens with maximum impact.

Post-Launch Support

Lease Administration & Renewals

We manage ongoing lease obligations, compliance, and renewals to ensure continuity and commercial efficiency.

Relocation, Expansion & Consolidation Support

We support strategic relocations, expansions, and consolidations based on evolving market dynamics and business goals.

Portfolio Optimisation

We regularly assess store performance to optimise your retail portfolio by identifying opportunities for improvement, consolidation, or expansion.

Ongoing Market Intelligence

We provide continuous market insights on rentals, demand trends, and emerging locations to keep your brand ahead of the curve.

Why Choose FirstLease?



Deep Expertise

15+ Years of specialized experience in retail leasing and comprehensive knowledge of market trends, mall dynamics, and high street evolution. We understand what works- and what doesn't.

Transparent Approach

No hidden fees, no surprises, no ambiguity. Our client-focused methodology ensures you understand every aspect of your lease, every cost, and every commitment before signing.



End-to-End Support

From initial site selection through lease negotiation to store launch and beyond, we're with you every step. Your success is our mission, and we don't stop until your doors open.



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Our Partners: (Large Format 10,000-50,000 Sq. Ft.)



INDIRA IVF
FERTILITY & IVF CENTRE



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Our Partners: (Mid-sized Format 2,000 - 10,000 Sq. Ft.)



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FirstLease[®]
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Our Partners: (Small Format Less than 2,000 Sq. Ft.)





Your growth. Our expertise.
Let's scale new heights together.

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