

In brief



BETTER OPTION PROPMART TO EXPAND FOOTPRINT

Delhi-based real estate management and advisory firm Better Option Propmart (BOP) has drawn up an ambitious project to set up a chain of 15 real estate boutiques across North India. BOP Studio is based on the model of a walk-in store for property consultancy and purchase and boasts of having an ambience of a high-end store and showcases various projects across various north Indian cities. Amit Mavi, MD, BOP, told *IMAGES Retail*, "We will invest at least Rs.60 lakh per Studio (in the infrastructure alone). We are planning to open 2,000 sq.ft high-street outlets at prime locations in cities such as Jaipur, Lucknow, Agra, Kanpur, Ludhiana, Chandigarh and Amritsar, among others." Since October 2009, BOP has opened six studios in Delhi and NCR, Bulandshehar, Muradabad, Agra and Kanpur.