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Brand-hunters find a new address on CMH Road

By Sofia Tippoo
Times News Network

BANGALORE: Which is the hottest haunt for brand-hunters in Bangalore? Commercial Street? Brigade Road? M.G. Road?

No, not any more. Aglow with neon signs and new money, CMH road in Indira Nagar is where all the sizzle is, for the label- and quality-conscious yuppie shopper.

Be it Nike or Reebok, Levis or Dockers, Akai or Aiwa, this road has them all, displayed like nowhere else, in large glass and shimmering steel stores.

The latest to join this elite company is Witco, India's largest dealer of the world-beating Samsonite luggage range.

Reason: Indiranagar is home to the city's biggest spenders.

According to a study conducted recently by NFO World Group, a leading international research firm, half the residents of Indiranagar are in the Rs



20,000-plus a month, highly educated and car-owning class that goes by the classification of SEC 'A' (Social Economic Class A). In short, Indiranagar is well-heeled

and well-wheeled too. Says Witco India Managing Director V.P. Harris: "Based on this study, we decided to set up our store in Indiranagar which will

cater exclusively to travel — be it by road, train or flight and even from home to office or school."

The survey goes on to say that of the 500 households covered in the 3-km radius of CMH Road, 20 per cent have travelled overseas and more than 40 per cent travel on a holiday twice a year — a great percentage if you take the other three areas (Ulsoor, Cambridge Layout and NGEF), where it is less than 10 per cent.

And, whether it's a stressed-out businessman or an unflappable homemaker the time has arrived to bone up on the brand of his or her choice. "I don't think there is any other place where you get all brands of top-line shirts, shoes, flat panel display TVs and music systems," Sadiq of Smart Line points out.

Smita, a college student, says: "Now there is no need to go to Commercial street and struggle to find a parking slot. Whatever we need we get here."

Just walk down CMH Road and

you find six ATMs and an equal number of white goods shops like washing machines, refrigerators, mixers — all on one street.

People here would not mind paying a little more if they can shop in an aesthetically better ambience. And the interiors we design for stores here have to be real good — even if they work out slightly more expensive," says Seema Sameith, an architect from RD&M, a retail design firm.

According to the study, Bangalore has the highest number of schools with an international tag attached to them.

"Children these days are so cued into the latest in fashion that they are the key drivers to turning their parents into big spenders and this includes brand names for duffle bags, carry-ons and satchels for their school books too," Witco India Director V.P. Nurdeen adds.

It is the call of the brand that gives a magic touch to this shady glen called Indiranagar.