





## The Man Behind the Vision



Mr. Gulu Lalvani

innovative





"Since the early 1970's my hobby was travelling to trendy, new and exciting destinations. Then one day I discovered Phuket. I was immediately smitten. After more than 40 years travelling the globe, I've decided that Phuket is the premier holiday destination in the world — with its warm tropical waters, white sandy beaches and year-round sailing, surrounded by the most beautiful islands. It really is something special."

visionary



"I decided to create a place where my friends and family could join me in an ideal sailing destination, and Royal Phuket Marina is my dream of the perfect place to live.

Please take a journey with me into a unique world. Maybe you will join us one day."

leading



Gulu Lalvani is founder and chairman of Binatone Telecom Group, the world's second-largest manufacturer of digital cordless telephones. In addition to being a successful international entrepreneur, Mr. Lalvani is a keen yachtsman who has had a lifelong love affair with Phuket. Royal Phuket Marina is his way of combining business with pleasure. His passion for this project drives its success.

success



# The Perfect Location

Strategically located in the centre of Phuket's East Coast, Royal Phuket Marina is on the doorstep of the famous Phang Nga Bay and its many island paradises. Royal Phuket Marina is also within minutes of Phuket's essential services and attractions, but tucked away quietly on the coastline in its unique world.

## Phuket Island

- Chalong Bay 25 mins
- Kata Beach 30 mins
- Patong Beach 20 mins
- Surin Beach 20 mins
- Amanpuri 20 mins
- Bangtao Beach 20 mins
- James Bond Island 40 mins by boat
- RPM Beach Club 10 mins by boat
- Phuket Town 10 mins
- Phuket Country Club 15 mins
- Bangkok Phuket Hospital 10 mins
- Phuket International Hospital 5 mins
- Loch Palm Golf Club 10 mins
- British Curriculum International School 3 mins
- Phuket International Airport 25 mins
- Blue Canyon Country Club 25 mins
- Mission Hills Phuket Golf Resort & Spa 25 mins
- Laguna Phuket Golf Club 15 mins





## Master Plan



- Over 30 hectares (190 Rai) of tropical paradise.
- A full range of luxury waterfront condominiums and villas.
- 8,500sqm of upmarket retail and entertainment, plus a total range of essential services.
- A waterfront promenade over 250m long with an array of international restaurants, bars & cafes.
- State-of-the-Art health club, yoga centre and our private island beach club.
- Capacity for 350 yachts.
- Selected properties come with private doorstep berths.
- Yachts up to 35m in length can be accommodated.
- Over 4.5m draft (low tide) in the outer Marina.





Opportunity knocks to tap into a lucrative retail market at Royal Phuket Marina - one of the island's most prestigious lifestyle communities.





Phuket's new state-of-the-art marina is the 'paradise' island's premier lifestyle hub. Sophisticated facilities. Stunning setting. Affluent residents. It presents the perfect opportunity for smart retailers.

The exciting new yachting and lifestyle nucleus of Thailand's top tourist destination, Royal Phuket Marina is home to a community of affluent residents — both Thai and expatriates of all ages.

With a unique concept that has been the 'talk of the town' since it opened, the marina also attracts Phuket residents, international and domestic tourists, yachties and boaters.

Phuket is a growing cosmopolitan centre, home to many high-net-worth individuals. Yet the island lacks a world-class shopping and entertainment complex. Royal Phuket Marina fills this substantial niche in the market.

Research has identified a strong demand for retail outlets covering the spectrum of the international market — from fashion and food to electronics, sports and leisure equipment.

Meeting demand for mid-to-upper-end spenders that Phuket's current retail market fails to satisfy, retail outlets in Royal Phuket Marina can expect a steady flow of highly desired consumers and a substantial return on investment.





## A Retail Investor's Paradise



**Thailand** is already known worldwide as a retail paradise. Royal Phuket Marina takes the reputation a step further.

**Imagine a steady stream of well-heeled shoppers in holiday mode.**

A customer base of taste, wealth and style. **A unique** mix of women, men, children, locals, expatriates and international tourists.

Above the retail lies the community of Royal Phuket Marina residents, which will number around 1,500 upon completion of Phase 2, together with visiting yachties of all nationalities and age groups.





gain access to an untapped market of deluxe,  
discerning customers

Our customer base :

- consists of A and B income level groups with exquisite taste and style
- have a high cultural awareness and travel extensively
- have visited some of the world's best shopping areas and are used to eating in high quality restaurants

In other words – **the best customers imaginable.**





Business — not as usual





Phuket boasts a convincing infrastructure, but up until now it has been missing a true high-end retail destination. Millions of Phuket visitors and 250,000 **Phuket residents are currently starved of quality shopping, deluxe wining and dining and superb entertainment.** Research targeting the local and expatriate populations has identified a wide retail gap. Phuket lacks retail venues offering:

- Chic business and leisure-wear, stylish footwear and children's clothing
- Fashionable sports and swimwear
- Leather goods and classy fashion accessories
- Gourmet delicatessens, bakeries, organic and vegetarian foods
- Sophisticated restaurants and cafes
- Trendy bars
- State-of-the-art gym and yoga centre
- Designer furniture and contemporary home products
- Detox health centre
- Modern day spas

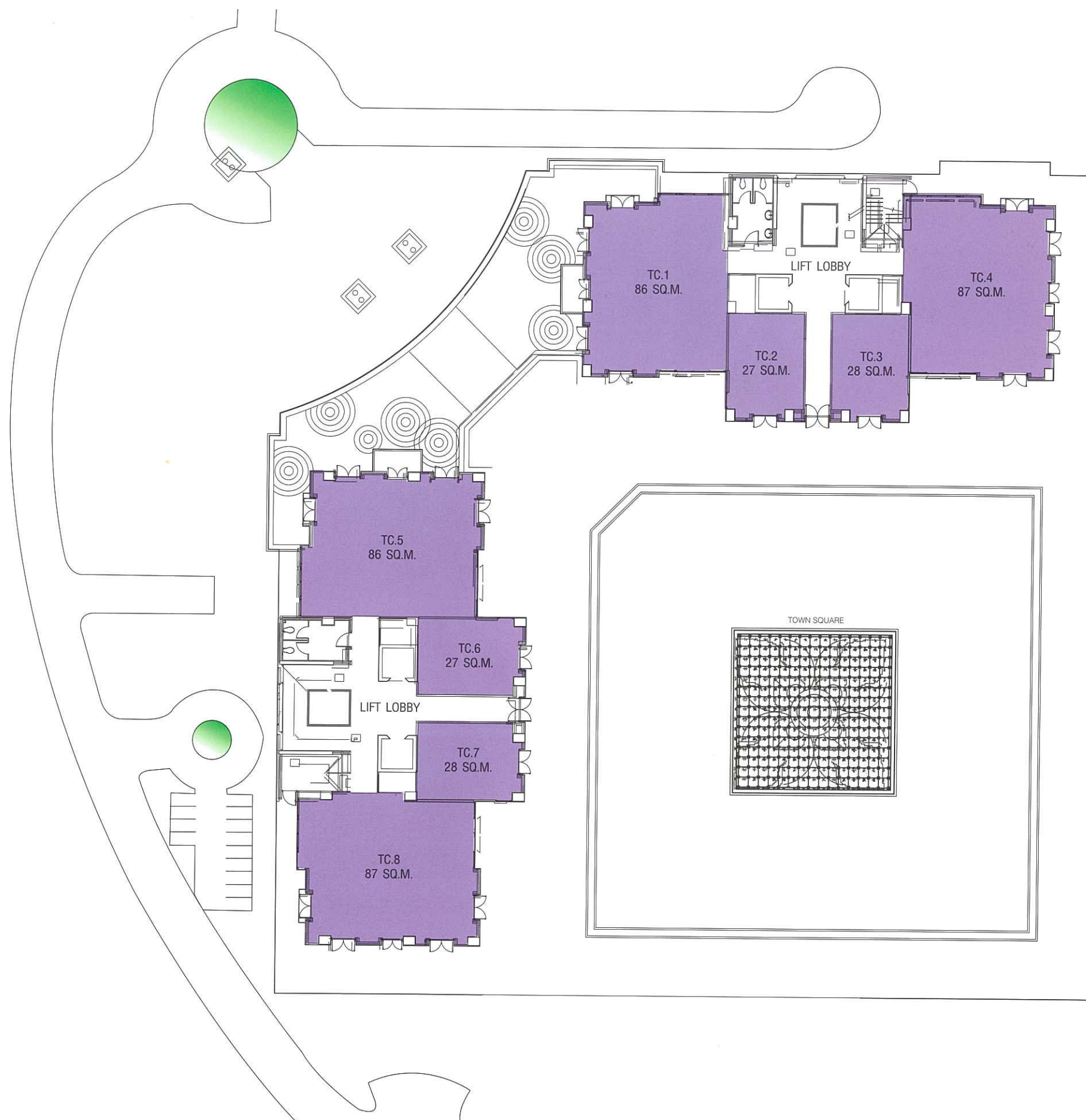
In short, a whole world of retail opportunity awaits. Phuket is a true retail investor's paradise.



Retail Floor Plan





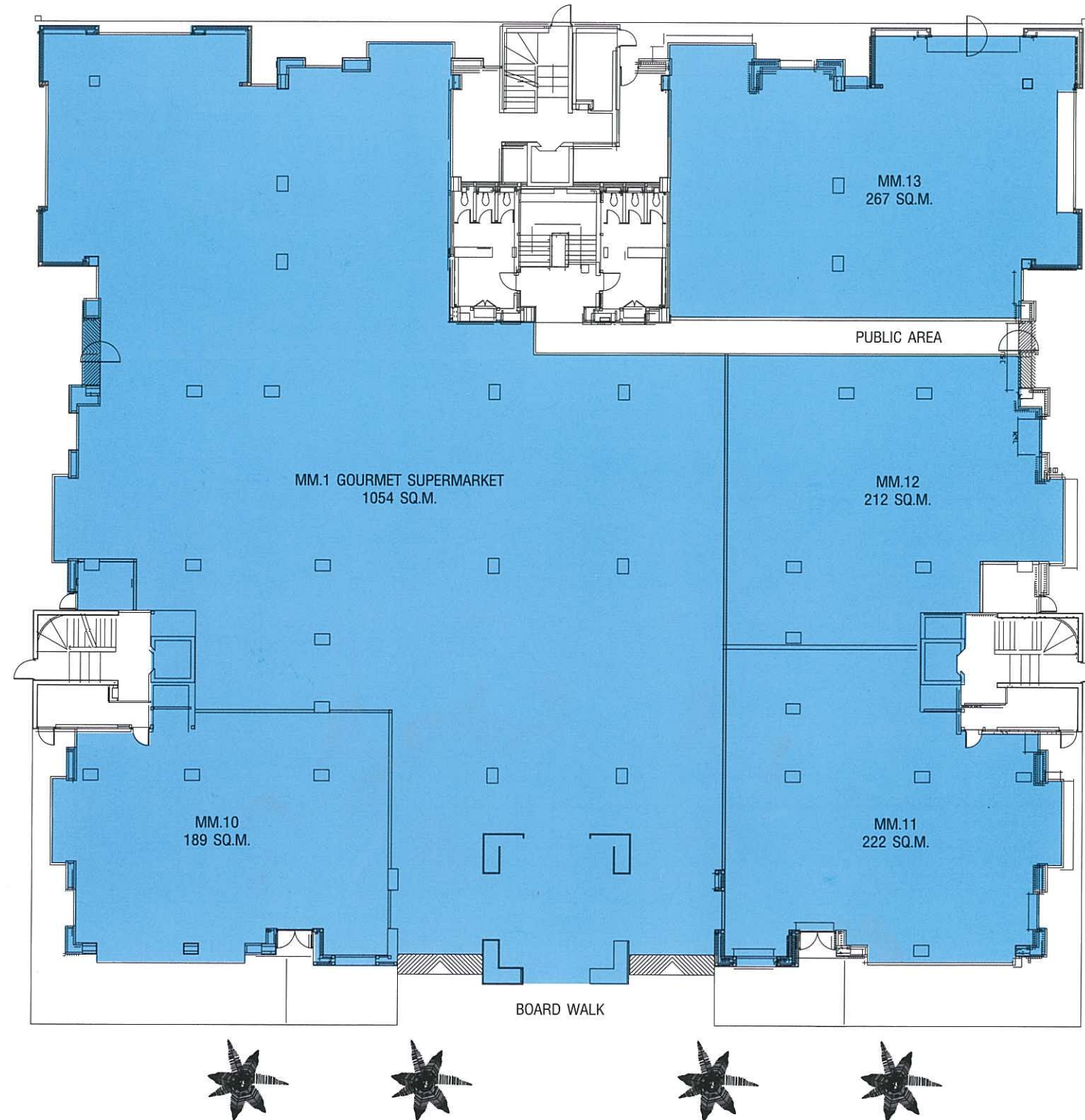


## Town Square

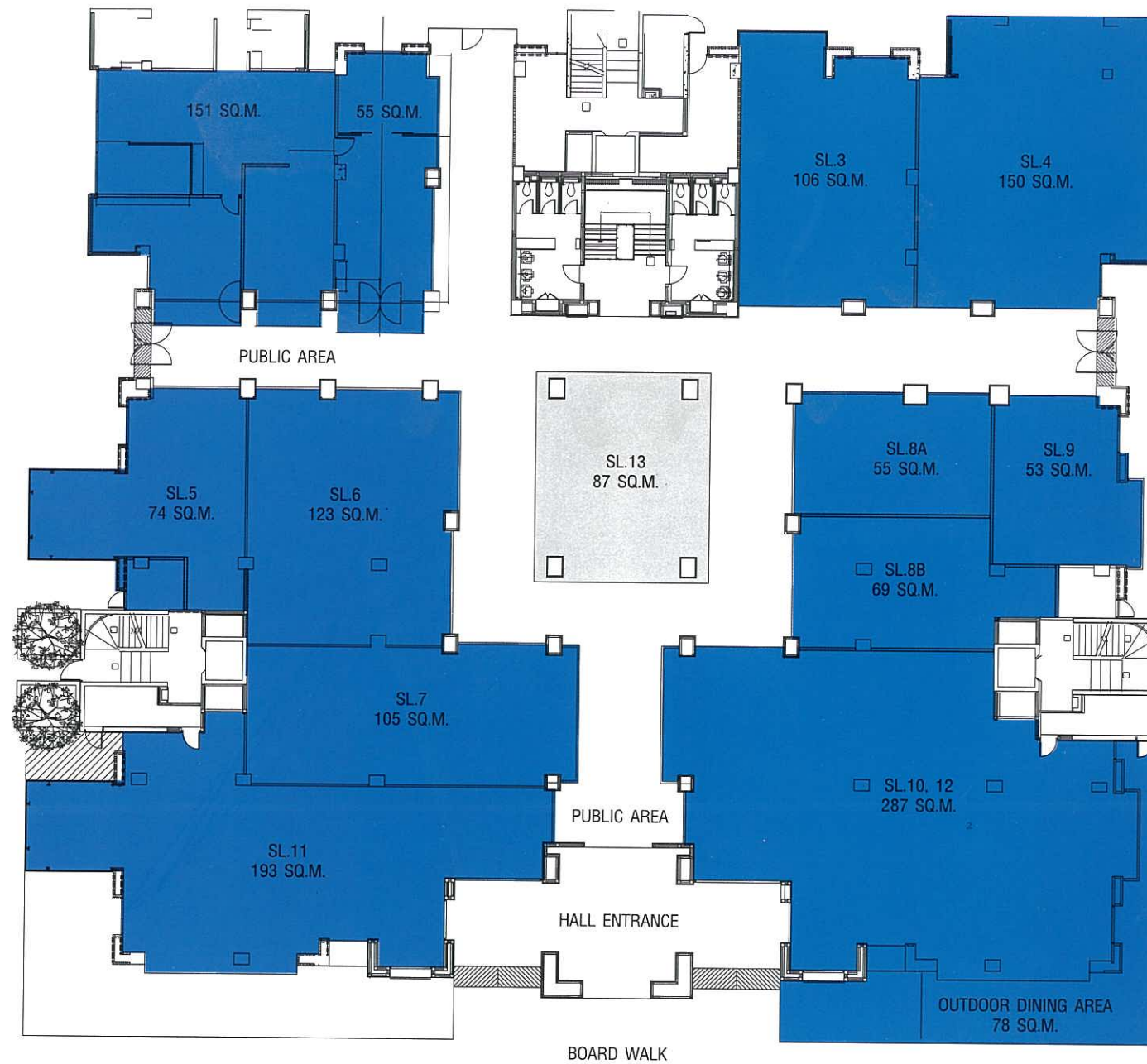




# Hall 1





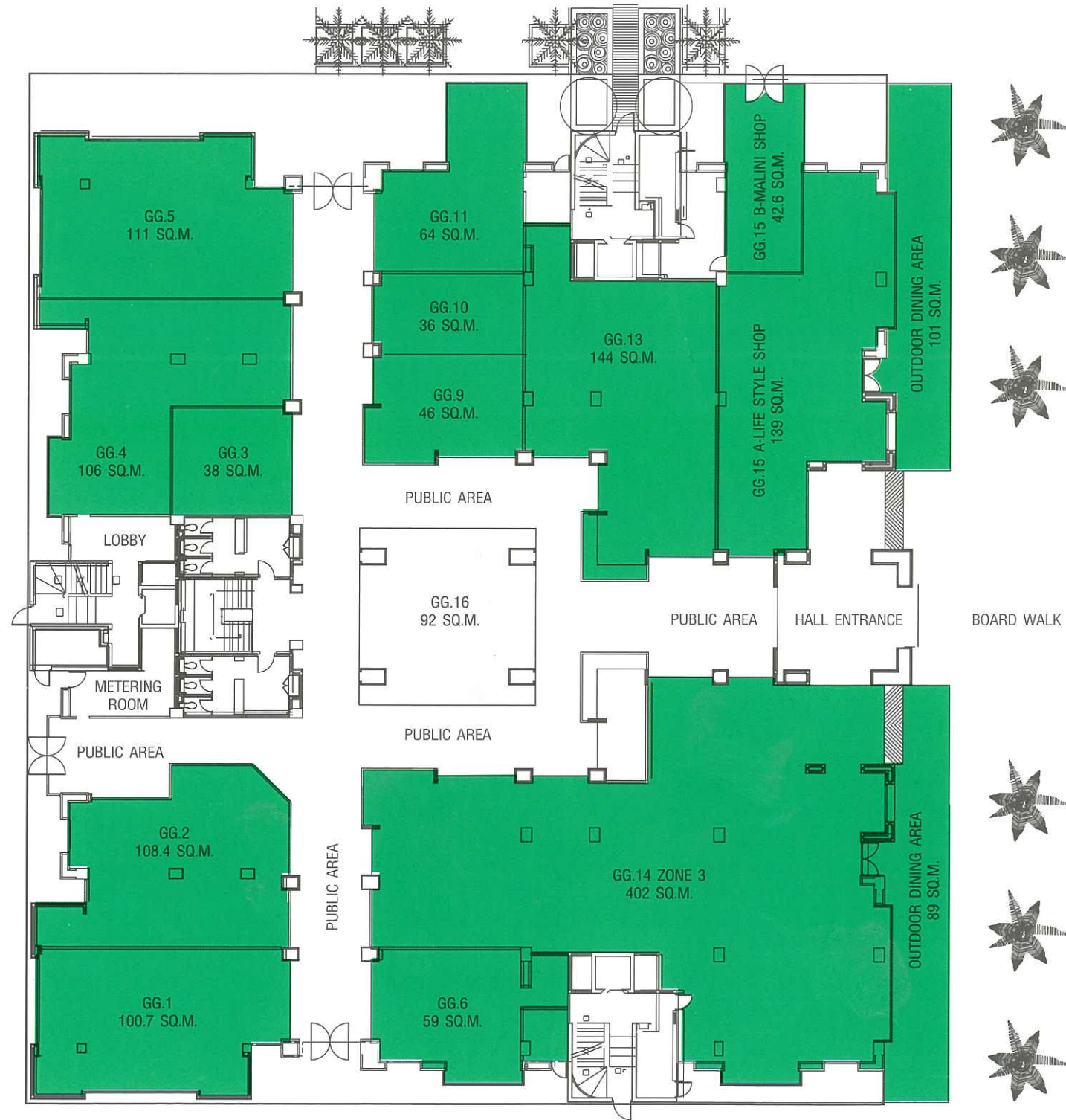


## Hall 2





# Hall 3







## Hall 4







A tropical paradise with international infrastructure





big

bold

## Prime Time in Phuket



Phuket is enjoying record levels of growth. Residential and tourism developments are booming. Never before have there been so many daily domestic and international flights arriving — from across Asia and non-stop from Europe.

With the influx of hip, affluent travel elites from around the globe, the island, already one of the top 10 tourist destinations in Asia, is becoming the most **powerful luxury tourism** product in the tropics.

With the opening of Royal Phuket Marina, the island now also boasts an international marina hub with luxurious accommodation, superb recreational facilities and its own **unrivalled shopping paradise** — Phuket is in its prime.

Phuket's infrastructure with several high-end international hotels, world-class golf courses, international schools, a private hospital and an international airport attracts almost 4 million visitors a year.

beautiful

- The island's leisure industry is moving towards '**high-end**' **tourism**: in the last two years, more than 10 five star hotels and a plethora of opulent spas have opened.
- Phuket's core population of 250,000 includes many **well-heeled expatriates and residents**.
- Developments on Phuket house thousands of deluxe residential units.
- More than 4,000 rooms can be found in five star properties alone, achieving high occupancy throughout the year.
- Many international organisations stage corporate, incentive and cultural events on the island.
- Yacht tourism is expanding due to Thailand's recent elimination of import duty on yachts. Sailors flock to Phuket because of its high standards, cost-effective service and experienced support teams.
- Retailing in Phuket is at a crossroads, gearing towards the sophisticated customers. New retail investors will benefit from 'first movers' advantage.





# Phuket's Top Destination for the Sophisticated Homeowner



Welcome to Phuket's cosmopolitan lifestyle hub — a luxury residential resort community for 400 homeowners.

The award-winning marina is **No.1 in Thailand**, ranking among Asia's top boating centres. A unique waterfront retail experience combines **sophisticated shopping, dining and entertainment** — attracting both residents and tourists. At Phuket's first truly integrated high-end residential marina, over 50% of the development is devoted to leisure and recreation facilities.

The appealing 250m Marina boardwalk is a top attraction by itself, along with the **upmarket shopping centre**. With the five star boutique hotel scheduled to open soon, Royal Phuket Marina is positioned to quickly become **Phuket's top destination** for shoppers, diners and tourists.



- Royal Phuket Marina is strategically located on the island's calm east coast, **within minutes of Phuket's essential services and attractions.**
- The “**all under one roof**” concept, unique to Thailand, will attract large numbers of affluent target groups: global yachties, discerning tourists, local residents and well-heeled expatriates.
- Facilities include large underground parking spaces, Wi-Fi throughout the marina, shuttle services and 24-hour security.
- Royal Phuket Marina was turning heads even before it opened — hosting the island's most prestigious event, the 2005 King's Cup Regatta to **international accolades.**
- Property is managed by **CB Richard Ellis (Thailand)**, the managers of many of the world's largest and most impressive properties and developments.

boating

shopping

living

dining







## Events & Entertainment

A desired destination at the water's edge

The perfect venue to host a spectacular event on the island,  
with unmatched flexibility regarding presentation -  
transforming Phuket into an event destination.



destination

hub

exciting

thriving







## Retail & Dining Ingredients for modern tropical living

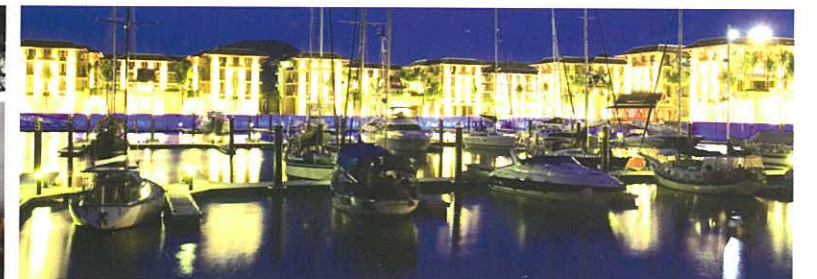
The retail concept offers a world-class shopping, dining and entertainment experience of exceptional style, quality and fun.



sophisticated

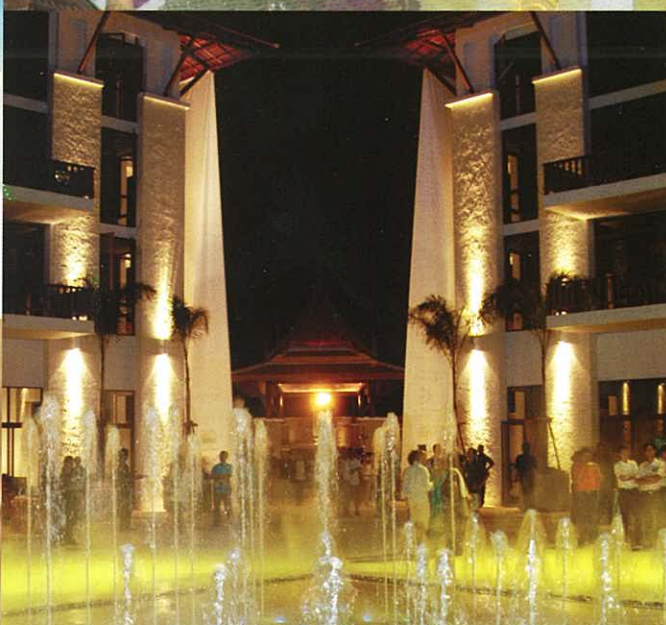
prestigious

high quality



magnet





**Residence:** 400 luxury waterfront condominiums, penthouses and villas with private boat berths  
**Mooring:** 350 berths for yachts of up to 35m  
**Site:** 30 hectares (190 Rai)

## Residence

Phase 1

- 66 luxury waterfront condominiums and penthouse
- 5 luxury villas with 25-30m berths
- 3 luxury villas without berths
- 1 Grand Villa

## Retail

8,500sqm of an upmarket shopping centre comprising four single level halls located around a 250m long and 8m wide boardwalk. It includes designer boutiques, cosmetics, jewellery, home décor, marina and boating necessities, water sport equipment, accessories, bookshop, a gourmet supermarket, specialty stores and essential services.

For convenience and ease of transport, the retail halls have direct access to the underground car park. The indoor and outdoor parking areas can cater for over 1,000 cars per day with space allocated for hotel shuttles and tour buses.

The focal point of the community, the Town Centre will enhance the marina lifestyle theme through a lively, social atmosphere and will offer all the necessities of a self-sufficient neighbourhood.

- Parking
- Wireless Broadband
- 24 hour security

## Hotel

5 Star Boutique Hotel (2007)

## Marina Facilities

Each berth offers electricity, fresh water and broadband Internet.

Berths above 15m offer telephone lines and cable TV. At the fuel dock, boats are provided with diesel and unleaded petrol, as well as sewage removal. Hardstand facilities include a travel lift with a capacity of 60 tonnes, a forklift with a 5 tonne capacity, cradles and a pressure washer.

## Neighbouring Facilities & Amenities

Bangkok Phuket Hospital, International Hospital, Mission Hospital

Golf Courses: Blue Canyon, Mission Hills, Phuket Country Club, Banyan Tree, Loch Palm

Schools: British (Curriculum) International School, Quality Schools International

Shopping: Tesco Lotus, Big C, Macro, Index, Central Festival



# OUR INTERNATIONAL TEAM

## Project Owner

Heritage Asset Co.,Ltd.

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