Project Case Study
**Objective**
Revenue maximization through commercial space planning at Indore Airport.

**Project Approach**
- Benchmarking
- Consumer research
- Brand matrix and segmentation
- Traffic analysis and forecasting
- Commercial master plan development

**Annual Traffic**
- 2.2 Mn
- 3 yr Pax Growth 14%
- Daily Dep Flights 22
- Destinations Serving 8
- Airlines Operating 3
- Busiest 24

**Flight Traffic Analysis**
- Total domestic traffic in 2022: Load factor 85% and 160 seat aircraft
- LCC at S30% and F&B at 100%

**Indore Space**
- Current
- Revised
- 149%

**Indore Income**
- Current
- Revised
- 21X

**Categories Prioritization**
- Fresh Retail/F&B layout plan
- Electronics
- Watches
- Pharmacies
- Accessories
- Apparel

**21 times increase in revenue**
Appreciation Letter from Airports Authority of India
Dear Romy,

I wish to place on record the excellent contribution made by Mindflow Partners in providing inputs and developing the space maximization and commercialization plan with respect to the twelve (12) Indian airports namely, Goa, Trivandrum, Trichy, Guwahati, Lucknow, Amritsar, Srinagar, Bhubaneswar, Indore, Raipur, Bhopal and Calicut.

The comprehensive plan has been well received by the industry stakeholders and the public at large. Recently, six of the locations have been signed up with potential bidders at very good price points under the new terms.

I urge Mindflow Partners to continue supporting the Commercial Directorate, AAI in its efforts in making the Indian airports strong and world class.

I wish you and your team great success in your future endeavors.

Warm Regards.

Yours sincerely,

R.K. Singh
Executive Director

To,

Mr. Romy Juneja
Managing Partner
Mindflow Partner
New Delhi