

CENTRALPLAZA NAKHON RATCHASIMA – Mahanakorn of Isan



CentralPlaza Nakhon Ratchasima, CPN’s 31st shopping centre and the largest mixed-use project in the Northeastern region of Thailand under the concept of “Mahanakorn of Isan”. It includes a shopping center, hotel, convention hall, condominium, outdoor lifestyle market and park, altogether situated on 65 rai of land, with a total investment of 5,160 million baht on the gross area of approximately 114,000 square meters. Its world-class design, conceptualized under the theme “Seasons of Life”, is aimed at unifying diverse cultures and lifestyles through various interactive features that reflect the five seasons to create a “Center of Life”, a space and atmosphere suitable for everybody of all genders and age groups.

Grand Opening	3 rd November 2017
Location	65-rai plot of land located on Mitrapap Road in Nakhon Ratchasim municipal area, Muang District, Nakhon Ratchasima Province
Positioning	The largest mixed-use project in the Northeastern region under the concept of “Mahanakorn of ISAN. It includes a shopping center, hotel, convention hall, condominium, outdoor lifestyle market and park.
Project Components	<p>Shopping Complex: <i>G.F.A. of 114,000 sq.m. / 5 levels (G, 1-4)</i></p> <p>The lifestyle entertainment shopping complex houses</p> <ul style="list-style-type: none"> • Central Department Store^{/1} • Think Space B2S – co-working space equipped with WiFi service, food & beverages by Class Café and B2S store under the concept of “Afterschool Community” • Specialized anchor stores – Tops Super Store, SuperSports, PowerBuy, and OfficeMate • Full-format world-class cinema • DragonWorld, the first in-mall, digitalized and interactive theme park and edutainment center

- Over 500 retail shops featuring popular Thai and international brands.
- Lifestyle dining destinations with over 100 indoor and outdoor restaurants at Food Park

Parking Facility: *G.F.A. of 119,000 sq.m.*

Capable to accommodate more than 3,600 cars and 1,800 motorcycles.

Note: ¹The area is developed and invested by a joint-developer-Central Department Store.

Best Strengths

Best outstanding signatures of CentralPlaza Nakhon Ratchasima

- **Best Location:**
 - One of the top provinces in the country with large economy and population size. 2.63 million people who reside in Nakhon Ratchasima (within a 90 km radius)
 - Gateway of Isan: A center that connects 20 provinces in Northeastern Thailand, and freight links for product distribution from the Northeastern region to Laem Chabang Port
 - Gateway that links to surrounding AEC countries
 - Center for rail freight transportation as follows:
 1. Bangkok-Nakhon Ratchasima High Speed Train project (2019)
 2. Mab Kabao Saraburi-Jira Junction Nakhon Ratchasima Double Track Railway project (2020)
 3. Bang Pa-in to Pak Chong, Nakhon Ratchasima motorway (2020)
 4. Ring road around Nakhon Ratchasima (2025)
- **Best Merchandising Mix for Every Aspect of a Modern City Life:**
 - Offering an extensive range of products and services which meet all requirements of modern lifestyle available at a leading department store, Central Department Store, and at the shopping destination zone in the “Fashion Plus” space including leading fashion stores of Thai and global fashion brands.
 - Dining hub for go-grubbers and gastronomists with over 100 famous restaurant chains available.

- Leisure & Entertainment featuring “SFX Cinema” 9 world-class standard cineplex audio and visual technology, such as MX4D and Dolby Atmos; “Think Space B2S” co-working space as the after-school destination to meet, work and learn in a creatively inspirational environment
- **Best Design - “Seasons of Life” Theme:**
- The building is designed to become a new landmark for the Isan region, inspired from the queen of flowers of Isan, the *Mahahong* (White Ginger). The building’s façade is designed based on the shape of the petal of the Mahahong.
- Outstanding design concept for both the exterior and interior under the concept of ‘**The Seasons of Life**’, brings the colors of five seasons to create highlights of a vibrant and lively atmosphere, enhanced by ‘**Interactive Features**’, offering a unique experience – the one and only place in Isan.

Korat Riverwalk

- A new and unique lifestyle destination at the site of a beautiful waterfront view in Isan that serves as a hub for all types of activities to fulfill the urban lifestyles of new generations. Key recreational spots include a park, running track, and bicycle lane amidst a waterfront environment with a water playground, pet zone, lifestyle market and outdoor activity space. The area is decorated with a botanical garden, which blooms alternately by season throughout the year across over 5,000 square meters of space.

Target Customers

- Residents within a 120-km radius and 3.44 million people from two nearby provinces i.e. Chaiyaphum and Buriram, with high purchasing power
- Tourists who visit several well-known attractions covering green, eco-tourism, historical and civilization tourism such as Khao Yai National Park (registered as a Natural World Heritage Site by UNESCO), eco-tourism attraction at Wang Nam Khiao, Lam Takhong Dam, Phimai Historical Park, Chokchai Farm (the largest dairy farm in the country), Ban Rai Temple, and Non Kum Temple (Wat Luang Phor Toh)

Stores and Services

SHOPPING

The largest synergy by Central Group in the Northeast of Thailand packed with products and services from



- **Central Department Store** (~28,000 sq.m.) - first store in Isan region



- **5 Specialty Anchors** (totaling ~13,200 sq.m.)

- Tops Super Store – international supermarket with choices for every lifestyle

first store in Isan, which introduces a complete shopping experience in a superstore format



- SuperSports – sporting goods and equipment store

first store in Isan and the largest store that offers trial experience using interactive simulation technology



- PowerBuy – electronics retail outlet offering various world-class quality electronic appliances, IT, gadgets and accessories fit for a digitalized lifestyle



- B2S – book, entertainment and stationery store

first branch in Isan under the concept of ‘Think Space’, which is a co-working space for creativity of work or study with a free Wi-Fi service. Think Space B2S provides convenient solution to address the lifestyle of the new generation of urban people following the new trend of working and reading out of home



- OfficeMate – office solutions provider that offers a wide selection of office supplies, stationery, furniture and IT products

- **5 Level Shopping Mall** (~49,210 sq.m.)

A modern one-stop shopping complex, housing approximately 500 leading local and international retail shops.

- **Fashion Plus** (~1,300 sq.m.)

A trendy mix & match fashion center with over 70 fashion and accessories outlets for savvy shoppers.

- **E-Booth** (~100 sq.m.)

Attraction for on-the-go high technology equipment and gadgets.

DINING

- **A wide selection of food & beverage**

Over 100 finest local and international food and restaurants for every type of dining: business lunch, family dining, as well as quick served meals.

- **Food Park (~1,780 sq.m.)**
Over 600-seat food park offering a wide selection of foods and beverages through food stalls and food carts.

ENTERTAINMENT



- **SFX Cinema (~5,500 sq.m.)**
Full-format world-class cinema offering entertainment experiences with its 1,250 seats in 8 movie theaters including VIP Ultra Screen cinema and advanced audio technology, such as Dolby Atmos, and four dimensional visual technology under MX4D.



- **DragonWorld by Fun Planet (~2,100 sq.m.)**
The first in-mall theme park and edutainment center with digital interactivity that portrays the city of dragons, fit for fun and excitement. Key features of the theme park include **Dragon Hall**, an area dedicated to event-based activities, **Dragon Innovative Playground**, a playground that features innovative materialization of children's playground using 3D Projection Mapping technology, **Dragon Arcade Game**, which features a wide array of up-to-date arcade gaming machines, , a gift shop with limited edition merchandises, and **Dragon Dragon Treasure Café**, which offers popular selections of food and beverages.



CONVENTION CENTER

- **Korat Hall (~3,300 sq.m.)**
The center of meetings, conferences, exhibitions and concerts at the heart of the Isan region. Internationally recognized and preferred destination for event showcases through certified "Thailand MICE Venue Standard 2016".

The area is divided into five zones, each showcasing the dynamic environment under the theme 'Seasons of life', defined as:



- **Rainy (G Floor):** features an interactive waterfall scenery with natural ambience, inspired by the Sang Chan Waterfall, Ubonratchathani, and an elephant-themed playground, inspired by the Elephant Festival, Surin. The floor comprises fashion and lifestyle shops, superstore, restaurant chains and Food Park, as well as convenient store outlets.



- **Spring (1st Floor):** features an indoor botanical garden with interactive lighting that beautifully hazes and weaves, inspired by the silk weaving culture in Korat. The floor comprises leading fashion retail outlets and a premium selection of cafes, bakeries and confectionaries.



- **Summer (2nd Floor):** features a relaxing space for families, which includes a locally symbolic silk-themed area. The floor comprises trendy fashion stores and a galore of IT and gadget stores.



- **Autumn (3rd Floor):** features interactive LED floors, inspired by the scenic Sampanbok, Udonthani, and joyous learning with the interactive dinosaur, Ratchasimasaurus. The floor comprises commercial bank branches, lifestyle, health and beauty shops.



- **Winter (4th Floor):** features a one-stop destination for fine dining and entertainment for everybody. The floor comprises a wide selection of leading restaurant chains, movie theater, a convention hall and an interactive theme park.