

WORKS · SPECIAL PROJECTS

APEX

ABLBL Planning Expo — Centre of Excellence

25,000+ sft trade and planning centre, designed and delivered in 75 days
Apparel Park, Doddaballapur · Bengaluru · 2025–26

Bipin Barma · Architect and Head – Central Projects Cell, Aditya Birla Lifestyle Brands Ltd

From rented halls to a home of its own

Every season, ABLBL's brands — Allen Solly, Van Heusen, Louis Philippe, Peter England and Reebok — showcased their latest lines to franchisees, channel partners, distributors, malls and landlords. Twice a year, in borrowed trade centres and premium hotels: an open-and-shut set-up for two to three weeks, then dismantled.

Management asked for a different answer: a dedicated space where internal teams work through the year, and the seasonal trade show opens on the event calendar — without rebuilding from scratch each time.

That answer became APEX — the ABLBL Planning Expo.

5

brands under one roof — each with its own 5,000–7,000 sft display

2 → 365

from two short shows a year to a centre in use all year round

01 · THE BRIEF

Design, build, set up and launch — in 75 days

25,000 sft

brand display space, 5,000–7,000 sft per brand

5,000 sft

common gathering space, plus parking and services

75 days

from design to execution, set-up and launch activities

3 blocks

A and B for brands, C — a central atrium — connecting them

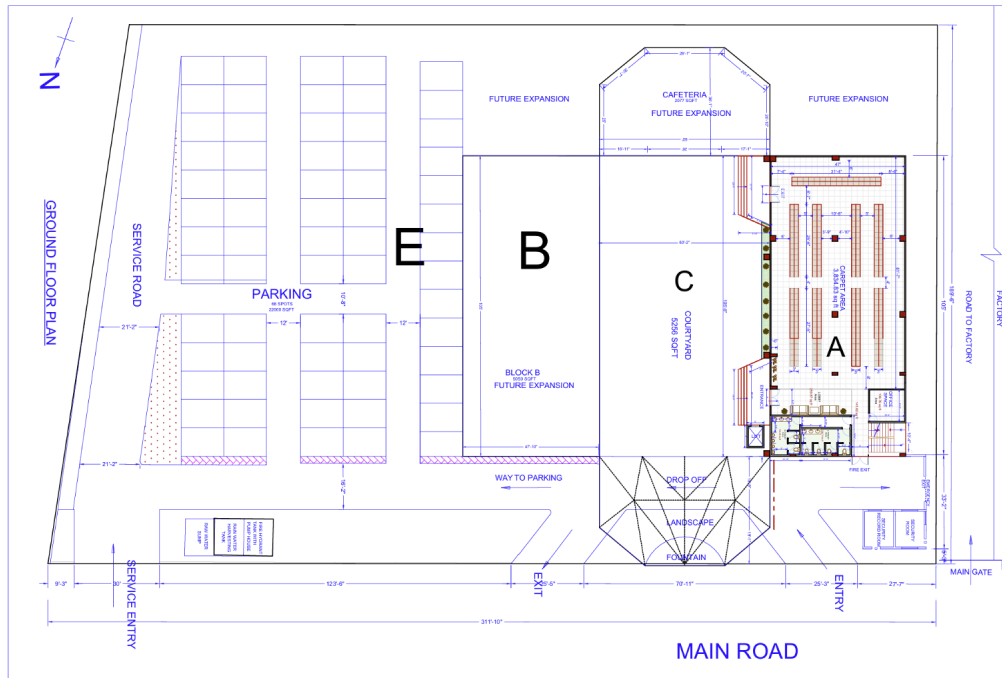


Site: adjacent to the existing denim warehouse in KIADB's designated Apparel Trade Zone, Doddaballapur, near Kempegowda International Airport — easy for visiting partners, away from city traffic, clean air.

Mandate: the CEO & President called the Central Projects Cell, led by Bipin Barma, to take up the project.

01 · THE SITE

Master plan: three blocks, one gate, one courtyard



A **Block A** — existing two-floor RCC frame, rebuilt and extended; 15,000 sft usable brand display. Phase 1.

C **Central atrium** — new steel structure with lift and staircase, connecting A and B; common gathering space. Phase 1.

B **Block B** — new steel structure, remaining brand space. Phase 2.

E **Entry, parking and services** — main gate off the main road, drop-off, landscape and parking.

Four stages, planned as one overlapping schedule

STAGE 1

Design

Structural and MEP with consultants; architectural layouts closed brand by brand.

STAGE 2

Landlord deliverables

Second-floor civil works, toilets, façade glazing, sprinklers, power, lift — tracked as a separate stream.

STAGE 3

Execution

Interiors, services, atrium steel, parking and compliance — run in parallel, not in sequence.

STAGE 4

Set-up and launch

Fixtures, furniture, commissioning and the trade-show opening on the event calendar.

29

vendors allocated in parallel against one AI-built, resource-levelled schedule

300

people on site at peak, with heavy machinery and a dedicated team overseeing execution

1

integrated plan: design, landlord and project streams tracked weekly against the same end dates

03 · HOW IT WAS PERCEIVED

Concept visuals: a gateway that announces the centre



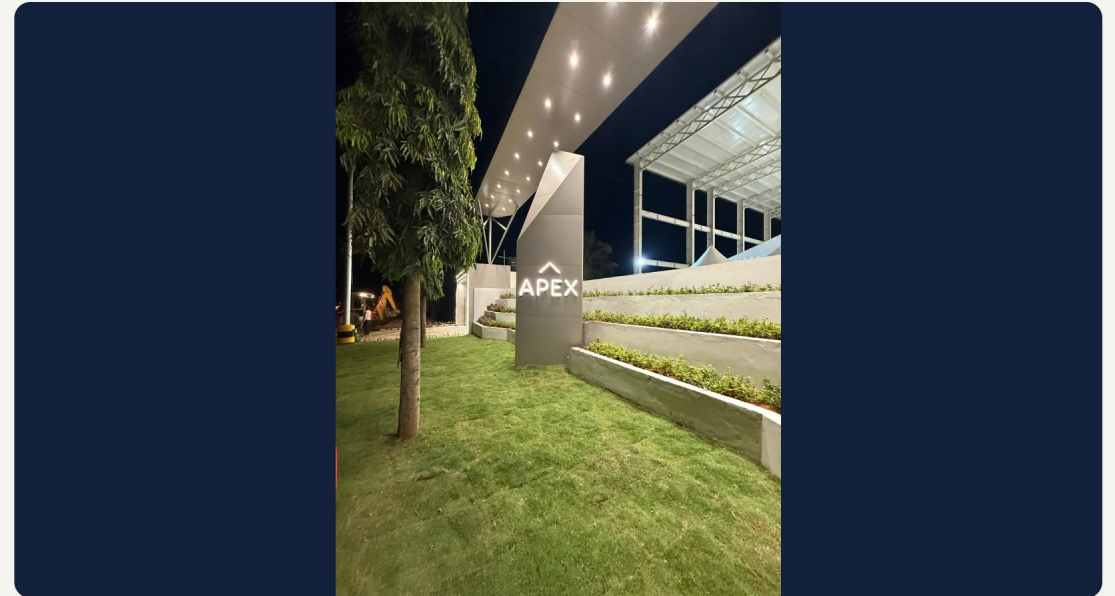
Early options generated with AI platforms to set the ambition: an open steel lattice, a strong entry portal, a monolithic sign at the drop-off and layered landscape — a language the brands and the landlord could react to before a single drawing was issued.

The AI concept, and the building that was delivered



Perceived — AI concept, October 2025

Lattice canopy, framed portal, monolithic sign on a landscaped island.



Actual — as built, December 2025

Faceted steel monolith with the APEX mark, a cantilevered canopy over the entry, terraced planters and the atrium truss behind — the idea kept, the detail resolved for cost and time.

Rebuild what stood; fabricate what was new

Block A — rebuilding the existing RCC frame

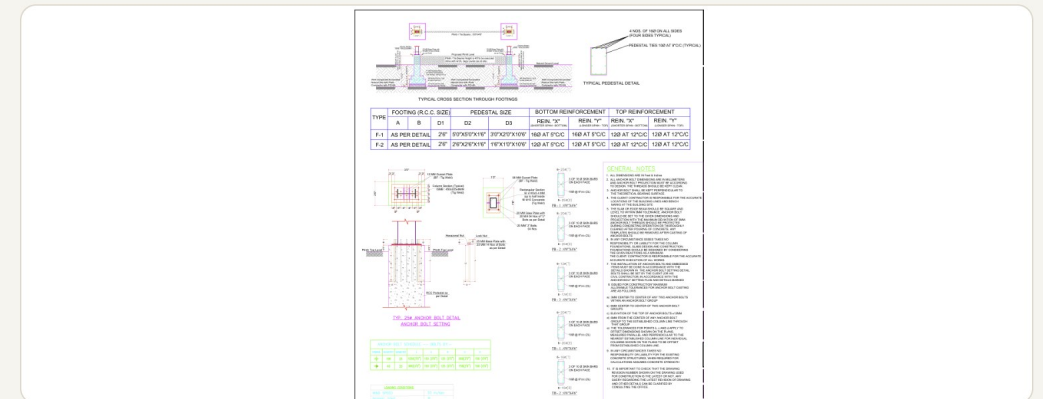
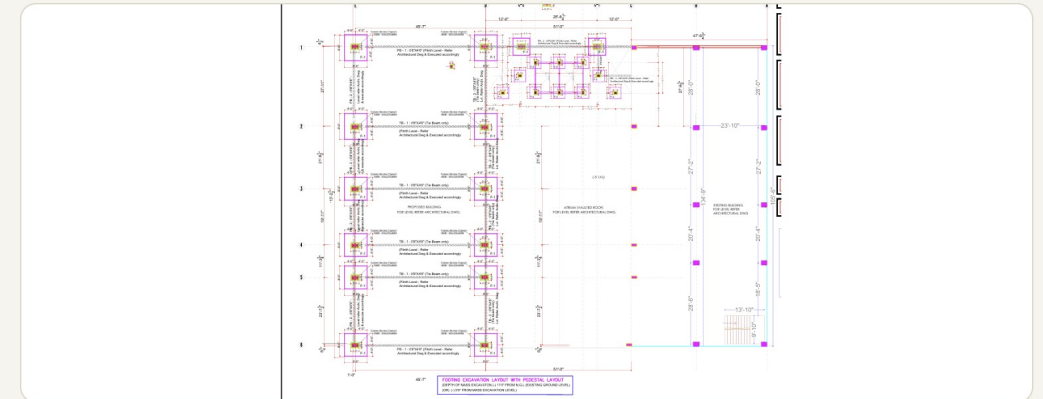
A two-floor RCC frame already stood on site. It was analysed, strengthened and extended with a second floor to yield 15,000 sft of effective usable space.

Blocks B and C — new steel structure

One structural analysis covered A, B and C together. The atrium and Block B were designed in steel, fabricated off-site while footings were cast on-site.

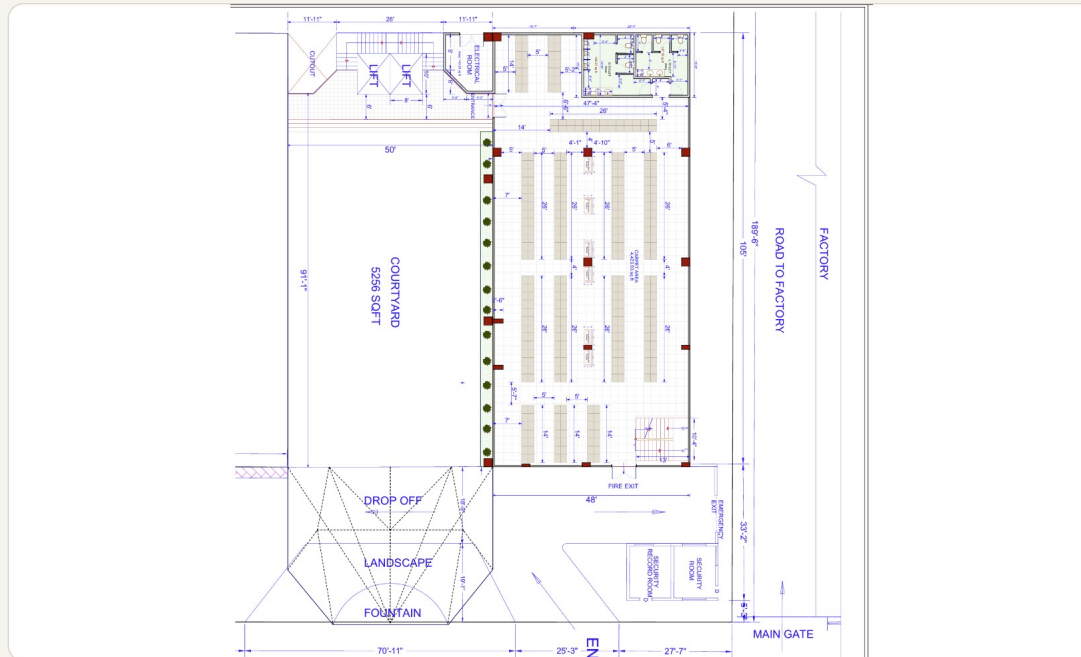
Why steel, why off-site

Parallel fabrication cut construction time, and a bolted steel frame keeps high salvage value if the space is ever reconfigured — a decision taken for the asset's whole life, not just the launch.

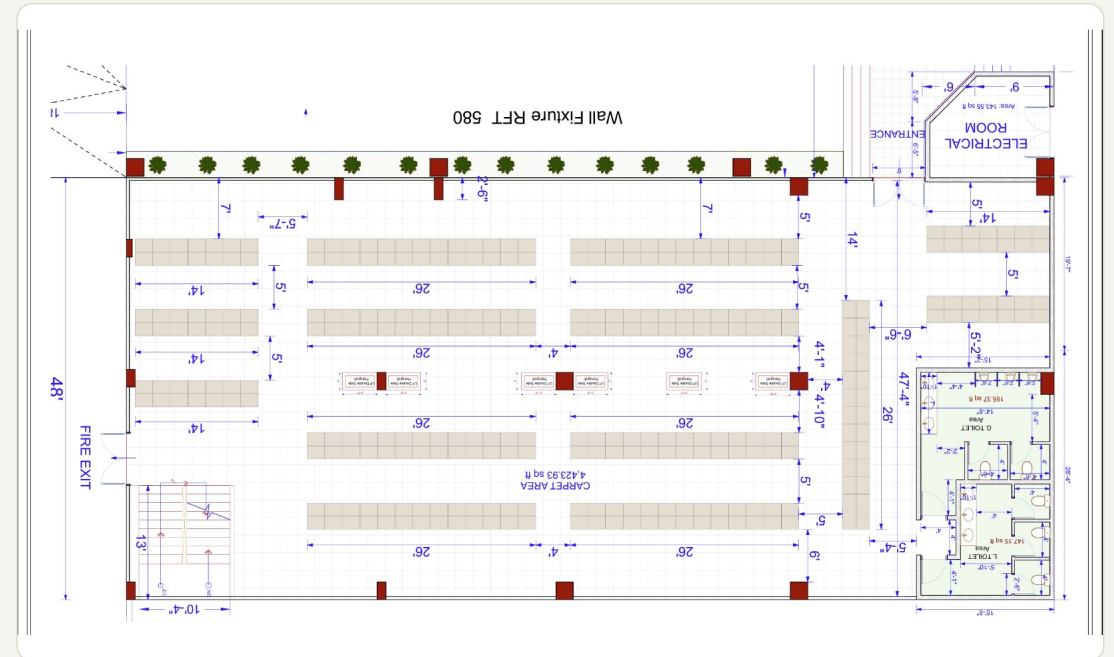


04 · THE LAYOUT

Final layout and the typical Block A floor



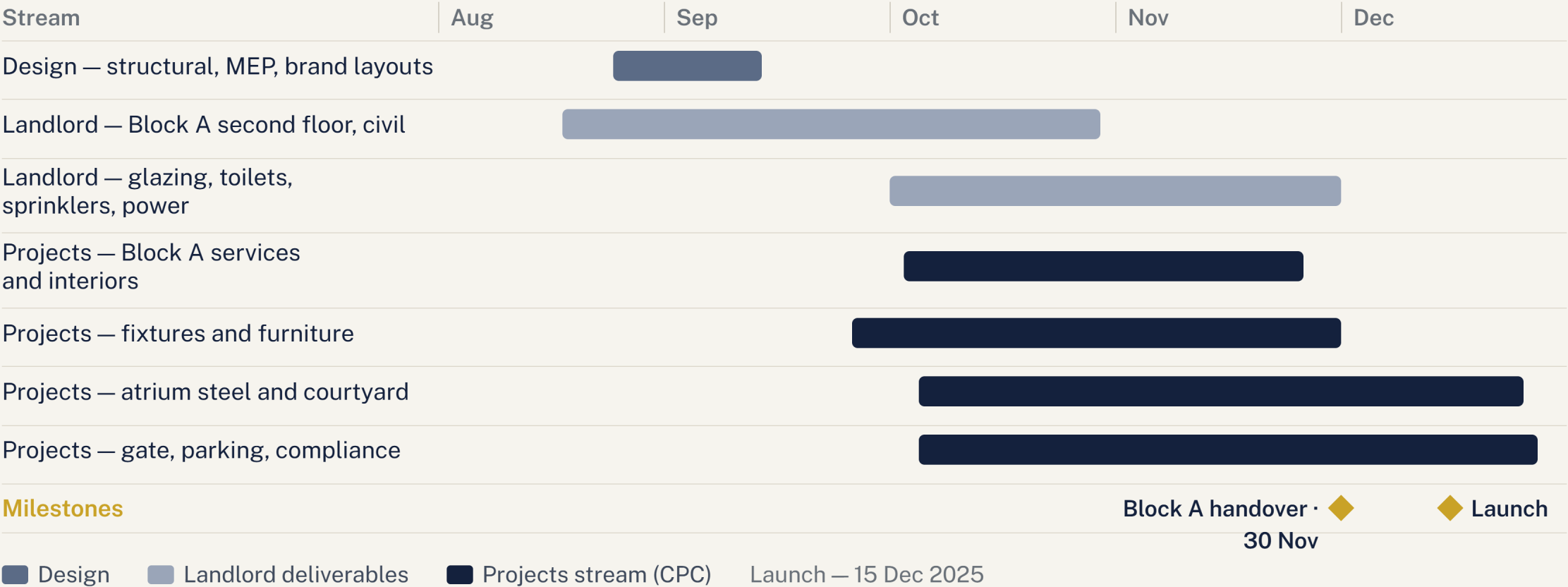
Final layout — gate and drop-off off the main road, landscape and fountain, a 5,000 sft courtyard, and Block A's display halls with a direct link to the factory.



Typical floor, Block A — long display bays per brand, services and toilets grouped to one end, layouts closed with Louis Philippe, Van Heusen and Allen Solly.

04 · EXECUTION SCHEDULE

Overlapped streams, August to December 2025

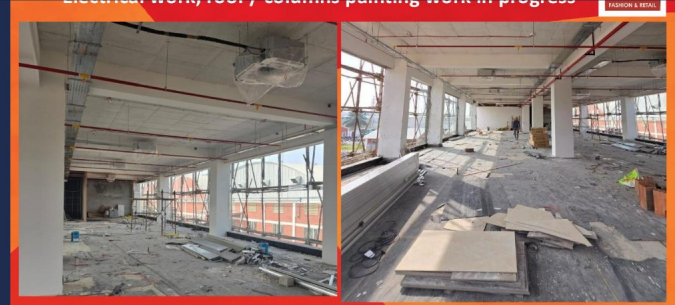


04 · EXECUTION

Four fronts, one site, November 2025



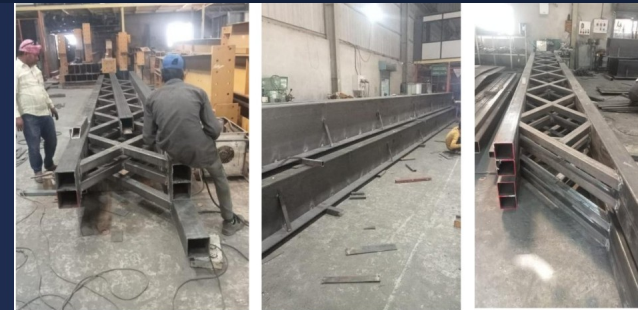
Façade — three-side glazing on Block A behind full scaffolding



Interiors — AC installed, sprinklers complete, electrical and painting under way



Courtyard — footings cast, plinth beams and lift pit in progress



Off-site — atrium columns and roof trusses fabricated in the workshop in parallel

Where AI did real work on this project



Concept and perception

Entrance, gateway and façade options generated as images in days, not weeks — so brands, management and the landlord agreed on the ambition before detailed drawings.



Overlapped schedule

The four-stage plan was built with AI platforms into one resource-levelled schedule: 29 vendors in parallel, up to 300 people on site, landlord and project streams on shared end dates.



Weekly tracking

Status against plan reviewed weekly across every sub-activity, with slippages (power load, lift licence, landlord vendor pace) flagged early and absorbed by the overlap.

AI compressed the thinking time; the Central Projects Cell and 29 vendors delivered the building.

The AAOP™ framework, applied on a live site

UPIGA™ core	Principle	How it showed up on APEX
GEC™ — Govern	Clear mandate, single accountable owner, one plan	CEO & President mandate to CPC; one integrated schedule for design, landlord and project streams
DKC™ — Enable	Domain knowledge and capability before commitment	Whole-site structural analysis of A, B and C; existing RCC frame reused; steel chosen for speed and salvage value
PPI™ — Predict	Forecast with data, see the overlap, see the risk	AI-built overlapped schedule, 29 vendors resource-levelled; power, lift licence and glazing identified as critical path early
API™ — Adapt	Adjust without losing the end date	ABLBL vendor took over the staircase when the landlord’s vendor slipped; DG back-up planned if the extra load was late
PRR™ — Responsibility band	People first, safety non-negotiable, sustainability	Dedicated site team for 300 people; bolted steel structure built for re-use rather than demolition
GKS™ — Knowledge loop	Learn, record, carry forward	Phase 1 lessons went straight into the Phase 2 plan for Block B with the landlord

Delivered on time, at the approved cost, to the highest quality

75

days from mandate to launch — handed over and opened on the dates committed

100%

within the approved budget — no cost overrun, no scope cut

500+

external stakeholders attended the trade show as scheduled and appreciated the outcome

25k+

square feet of brand display, atrium, gate, parking and services, finished to showroom quality

29

vendors and up to 300 people coordinated on one site with a dedicated execution team

A new skyline

the atrium roof, portal and lit signage changed the complete skyline of the Apparel Park

07 · PHASE 1 AND PHASE 2 — THE COMPLETED CENTRE

APEX as it will stand with Block A and Block B complete



APEX · ABLBL Planning Expo · bipinbarma.com · Block A & B development — view from the main road



08 · WHAT IT MEANT FOR THE ORGANISATION

Phase 1 earned Phase 2

ABLBL now has a permanent home for brand planning and seasonal trade shows — no more hiring, building and dismantling twice a year. The brands work from it through the year; partners come to it.

The success of Phase 1 — Block A and the atrium — was reason enough: Phase 2, the Block B build-out, was approved by management and agreed by the landlord without a fresh case being made.

Bipin Barma · Architect and Head – Central Projects Cell, ABLBL

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