

## WELCOME TO THE TANZANITE MALL

Tanzanite Mall is not just a place — it's a feeling. It's the anticipation, the energy, the excitement you sense even before you arrive.

Set on 64,180 sqm of prime land in Mikocheni, Dar es Salaam, Tanzanite Mall is East Africa's newest lifestyle destination — where shopping, dining, entertainment, and culture come alive in one dynamic family-centered experience. From world-class retail outlets and indulgent cuisines to an outdoor sports hub and a fully equipped Family Entertainment Centre, there's something for every age and interest.

Driven by innovation, elevated by design, and brought to life by a warm and creative atmosphere, Tanzanite Mall is where every visit becomes a memory, and every moment is part of something grand.

Whether you're coming to connect, to relax, or to explore — like the adrenaline, you'll feel the rush of Tanzanite before you even walk through the door.







## ABOUT TANZANITE MALL

Tanzanite is the fulfillment of a dream — a desire of one man to bring the best of all worlds to Tanzania. To pioneer a concept with an improved way of living; economic opportunities — creating jobs, supporting local talent, and attracting global retailers to the Tanzanian market.

Tanzanite Mall represents a new chapter in Tanzania's growth, Developed by Empire Properties, driven by the growing demand for better intergrated retail space, recreational facilities and the limited availability of high-quality real estate in key urban catchments, Tanzanite Mall will be a destination that is benchmarked against the best in East Africa.

This World class destination brings international brands, vibrant experiences, and premium facilities to the heart of Dar es Salaam. Every element is designed with intention to uplift lifestyles, support families and offer a space where business and leisure thrive together.



## PROJECT **ESSENTIALS**









Built up Area 64,180SQM



Leasable Area
45,000SQM



145 STORES



Hypermarket 5,000SQM



Restaurants 10+



Connected To SPORTS HUB



Parking space 500



Outdoor CINEMA



CENTER



FEC (Family Entertainment Center)

4,000SQM



Cafes 10+



Food Court 2,000SQM



PARK



Water FEATURES





### DAR ES SALAAM A POWERHOUSE CITY ON THE RISE

Dar es Salaam stands as Tanzania's most important city, playing a crucial role in the nation's economy and urban landscape. It's home to approximately 12% of Tanzania's urban population, contributes a significant 20% of the country's GDP, and accounts for a remarkable 75% of national tax revenue as of 2025.

This bustling metropolis is also experiencing rapid expansion. Currently the 11th fastest-growing city in Africa, Dar es Salaam is projected to double its population to an astounding 13,383,000 by 2035. This puts it on track to cross the "megacity" threshold of 10 million people sometime before 2030. In fact, it's not just growing quickly in Africa; Dar es Salaam, already the fifth most populous city on the continent, is also the second fastest-growing city globally, making its projected megacity status by 2030 a significant milestone.



POPULATION GROWING AT A RATE OF 4.9%

20% GDP

CONTRIBUTION TO THE COUNTRY



#### TANZANITE MALL SHOPPERS PROFILE

#### 

#### **POPULATION**





20% 15-24 Years



**30%** 25-54 Years

#### **GENDER**



**50%** Male



**50%** Female



3%

55-64 Years

3%

65 Years and Above

#### A YOUNG POPULATION PRESENTS **OPPORTUNITIES FOR GROWTH.**

Tanzania's median age is expected to grow from the current 17.3 years to 22.2 years by 2050, placing the country among the 10th youngest populations in the world. Almost half of Tanzania's young population groups are reluctant to change brands and this presents an opportunity for first entrants to build a loyal customer base for the future.





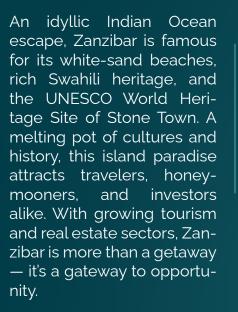


#### **UPMARKET TOURISM**

EXPLORE TANZANIA'S VIBRANT CITIES









ARUSHA

Often referred to as the safari capital of Tanzania, Arusha lies at the foothills of Mount Meru and serves as the starting point for expeditions to Serengeti, Ngorongoro, and Mount Kilimanjaro. It's a dynamic city filled with bustling markets, international embassies, and a thriving expat community. Arusha offers a unique blend of adventure, business, and culture in the heart of East Africa.



DODOMA

As Tanzania's capital city, Dodoma holds political and administrative significance while maintaining a laid-back atmosphere. It is home to the country's parliament and several national institutions. With planned infrastructure expansion and government investments, Dodoma is gradually transforming into a modern capital with long-term growth potential.



Known as the "Rock City" for its stunning granite forma tions along Lake Victoria, Mwanza is Tanzania's sec ond-largest city . Mwanza serves as a key logistics hub linking the lake region to the coast and beyond. It blends natural beauty with a grow ing urban economy, offering visitors a mix of lakeside charm, cultural heritage, and emerging business potential. Mwanza is a rising destination for both tourism and investment in northern.

#### **EASY TO GET TO**

#### NO MATTER WHERE YOU ARE



Tanzanite Mall is easily accessible via all major ride-hailing services in Dar es Salaam, including Uber, Bolt, and local taxis. Ensures a direct and convenient trip for both local and tourists.

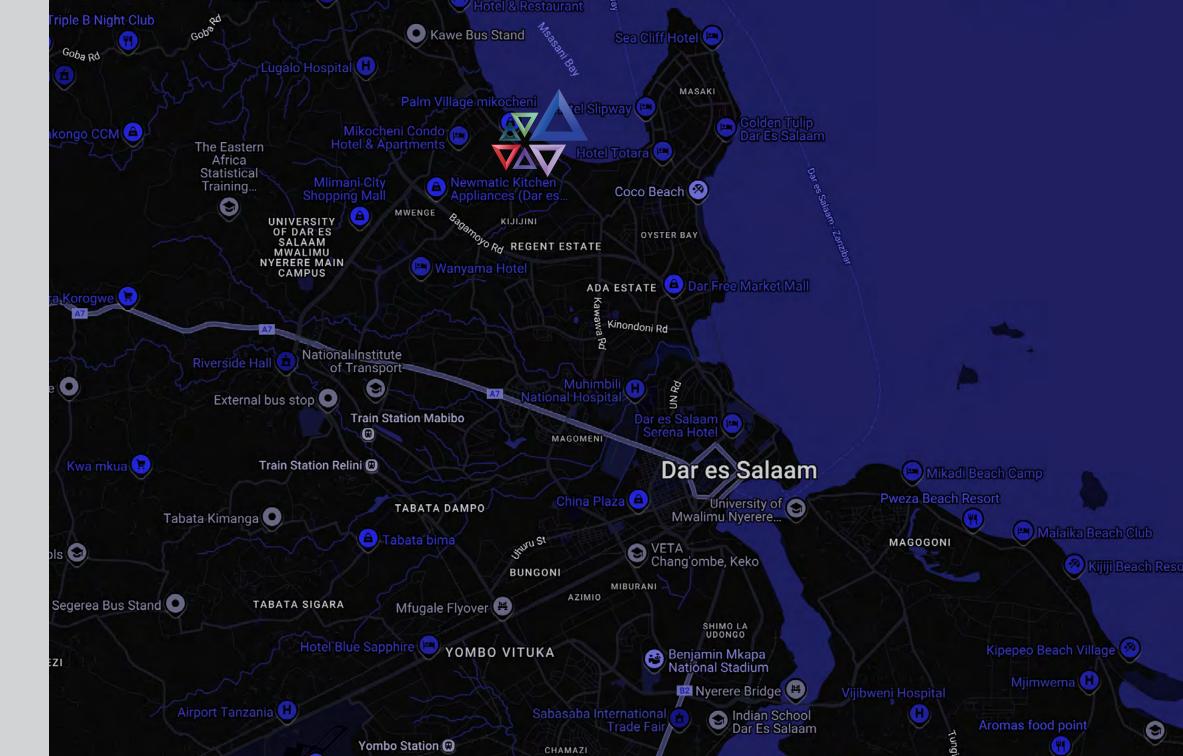


Enjoy peace of mind with our secure and ample parking facility offering space for 500 vehicles, including designated spots for families and people with special needs. Our smart l a y o u t ensures smooth entry, exit, and a hassle-free e x p e r i e n c e .



Well-connected to the city's public transport system, several minibuses and BRT routes serve the Mikocheni area. Accessibility to the mall becomes convenient and affordable for visitors coming from all





#### MBEZI BEACH MBEZIMJIMPYA MIKOCHENI B UNIVERSITY OF DAR ES SALAAM MWALIMU NYERERE MAIN CAMPUS ADA ESTATE UBUNGO NATIONAL HOUSING **UPANGA EAST** MAGOMENI the North. Dar es Salaam ТАВАТА ДАМРО MTAA WA UPOGORONI TABATA SIGARA YOMBO VITUKA KINYEREZI

#### A PRIME LOCATION

#### HEART OF THE ACTION

A location that is strategically placed in the neighborhood of the affluent residential development of Dar es Salaam. The main access to the property is from Mwai Kibaki Road which brings traffic from the New Bagamoyo road. This main road is the connecting link from City Centre towards newer developments of Mbezi area and beyond. The property benefits from convenient access from South and West sides while flanked by residences on the East and view towards the sea on the North.





## **SUSTAINABILITY**STRATEGY

In line with the Empire Properties' sustainability strategy, the building will target Carbon Footprint optimization in construction and operation.

To achieve this ambitious goal, a series of forward-thinking environmental initiatives will be incorporated.

Photovoltaic cells will be used for street lighting in order to allow free energy to illuminate roads and outdoor areas.

Rain water will be collected at the roof of the mall and chanelled to a rain water collection tank to be treated and reused in washrooms.

LED lights will be used for the entire project for energy conservation.









High efficiency chillers with variable compressors will be adopted for the project to minimize the power consumption as much as possible.

Primary chilled water loop using chilled water pumps with variable speeds will be adopted to minimize the operating cost of the cooling plant.

Variable speed booster sets will be introduced in the project for better efficiency.

Fresh air handling units with energy recovery wheel will be introduced to save energy in the cooling system by cooling the fresh air circulated to different project sections using the energy of the discharged air.

Energy meters will be provided for each section to control the chilled water consumption along with power meters and water meters. These meters will allow proper monitoring of water, power, energy and gas consumption by different sections.













# THE WORLD'S LATEST TRENDS IN THE NATION'S FAVOURITE MALL

The mall will revolutionize the local shopping experience for the average Tanzanian by showcasing renowned international brands along with modern, premium shopping facilities and an international feel, catering to the lifestyle aspirations of many Tanzanians.



## DESTINATION FOR THOSE WITH THE FINEST PLATES

From casual bites to gourmet delights, Tanzanite Mall offers a curated dining experience that satisfies every craving. Whether you're grabbing coffee with friends, enjoying international cuisine with family, or exploring new flavors, our vibrant food scene invites you to savor it all. With over 10 cafés and a 2,000 sqm food court, every visit is a flavorful journey—designed to excite your palate and elevate your day



10+ RESTAURANTS



10+ CAFES



2,000SQM FOOD COURT





#### FAMILY ENTERTAINMENT CENTER

Get ready for non-stop fun at Tanzanite Mall's two-level, 4,000 sqm Family Entertainment Center — the ultimate playground for all ages! From thrilling games to interactive adventures, it's a vibrant, alcohol-free zone where families laugh louder, play harder, and make unforgettable memories together. Packed with energy, surprises, and trend-setting attractions, this is where excitement lives — and every visit feels like a celebration!





#### ARCADE GAMES

Step into a world of lights, laughter, and non-stop action at Tanzanite Mall's state-of-the-art Arcade! Packed with the latest video games, classic favorites, and thrilling challenges for all ages, this high-energy zone is where friendly competition meets pure fun. Whether you're racing, shooting, dancing, or winning big at the claw machine, the arcade is a vibrant hub of excitement that keeps kids and adults coming back for more. It's the ultimate play zone — and it's all inside the Family Entertainment Center at Tanzanite Mall!



#### NOVELTY GAMES

Get ready for a twist on fun with Tanzanite Mall's unforgettable Novelty Games zone — where creativity meets excitement! From quirky challenges and oversized games to interactive installations you won't find anywhere else, this area is all about laughter, surprises, and unforgettable moments. Perfect for family bonding, friendly showdowns, or just something new to try, our novelty games bring out the playful side in everyone. It's not just entertainment — it's a whole new kind of experience.









#### BUMPER CARS

Buckle up for some good old-fashioned fun with a thrilling twist! The Bumper Cars at Tanzanite Mall's Family Entertainment Center offer the perfect mix of excitement and laughter as kids and adults zoom, spin, and bump their way through a colorful arena. It's safe, action-packed, and guaranteed to put a smile on everyone's face. Get ready to drive into fun!





#### TODDLERS PLAY

Little ones deserve big fun too! The Toddlers' Play Area at Tanzanite Mall's Family Entertainment Center is a safe, colorful, and stimulating space designed just for young explorers. With soft play zones, mini slides, and interactive toys, it's the perfect place for toddlers to laugh, learn, and make new friends — all under the watchful eye of caring guardians. It's joy at their level!

#### YOUR **COMFORT** IS OUR PRIORITY

At Tanzanite Mall, comfort is not just a promise — it's a standard. From seamless services to elevated amenities designed for modern living, every aspect of your visit is curated with care. Whether you seek convenience, privacy, or family-centered touches, you'll find an environment that reflects elegance, ease, and attention to detail at every turn.









Banks & ATM's



Baby changing rooms



Wheelchairs



Prayer room





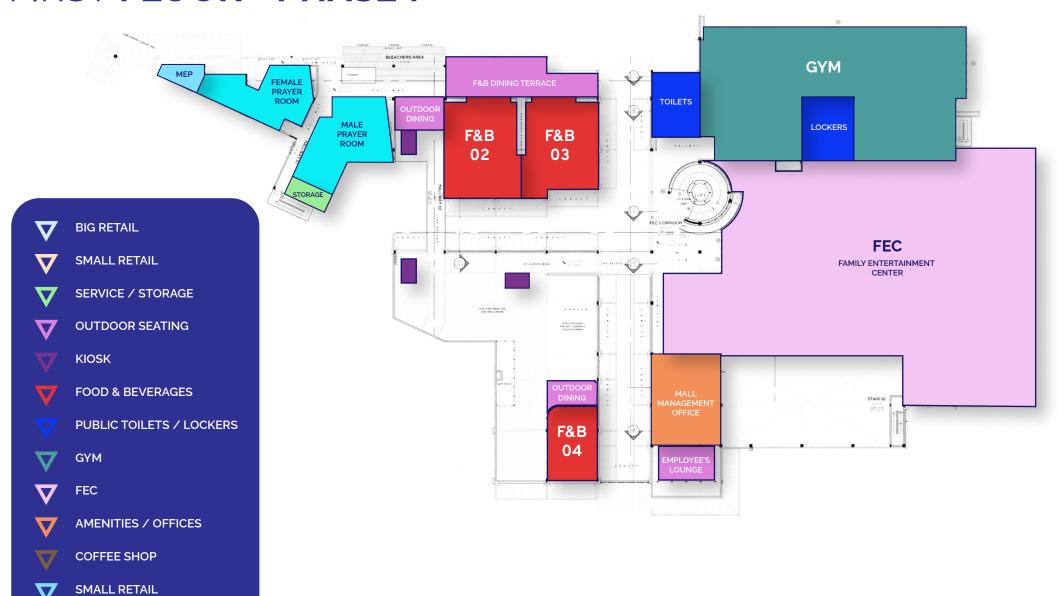








#### FIRST FLOOR - PHASE 1





#### www.tanzanitemalls.com



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