



LIVE THE URBAN LIFE

CITY CENTER 150

THE NEW LANDMARK OF NOIDA RETAIL



Site Office : Plot No SC-01/B, Sector 150, Noida - 201310
Phone : 0120 - 4909090

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EXPERIENTIAL RETAIL HAS A NEW ADDRESS



City Centre 150 is a glimpse into the future of retail and lifestyle entertainment. With al-fresco style high-street retail in a low-rise development, the project is built to immerse visitors in a world of seamless convenience. This is where shopping becomes an exercise in choice, whether it's everyday needs or high street fashion. To top it all, the project has something for everyone. While the entertainment options and fine dining destinations complete this utopia of recreation, it's equally adept as a leisure hub, where you can sit in the open air and savour life.





**CITY
CENTER 150**

ANNOUNCES ITSELF IN THE GRANDEST WAY POSSIBLE,

with a 500+ feet (158 metres) frontage and a modern glass façade with graphical clean lines forming interesting patterns. Located on the banks of a 30 m wide road, the design of City Centre 150 invites visitors to indulge in retail therapy while giving brands a dazzling canvas to claim their space in the consumers' hearts and minds. And if that doesn't take your breath away, the park views that greet diners at the many F&B outlets spread across the top floor will give you another reason to pause and absorb in the experience.

AL-FRESCO STYLE ARCHITECTURE

CUBISM INSPIRED DESIGN

500+ FEET (158 METRES) FRONTAGE

MODERN GLASS FAÇADE

LOCATED ON A 30 M WIDE ROAD

PANORAMIC FRONTAGE TO CATCH THE WORLD'S EYE

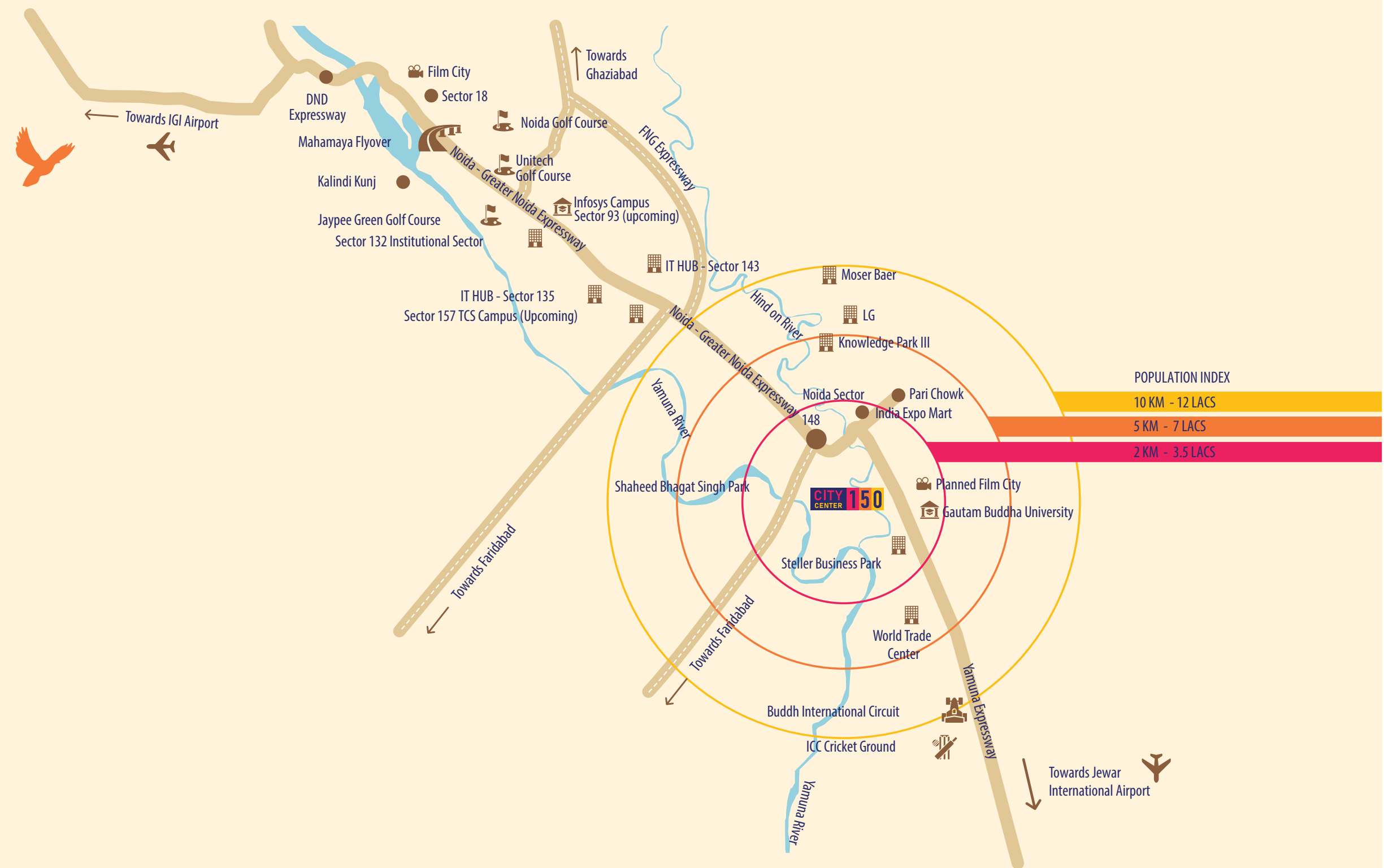


RISING AT THE CUSP OF TRANSFORMATION

Being Noida's primary port of entry, when approached from Jewar International Airport, Sector 150 also benefits from being easily accessible to the Greater Noida populace. It's because of this proximity to the new international airport, the upcoming film city and other important landmarks that the Noida Authority is developing Sector 150 as a mega-sports city.

Around 80% of the sector has been earmarked for green development. The 40-acre Shaheed Bhagat Singh Park, which is right opposite City Centre 150, gives the location of the high street greater strategic importance within the overall layout of the sector. And with a host of retail, dining & entertainment options, it is set to become the preferred destination of not only the residents of Sector 150, but also of surrounding areas, including Greater Noida.

- 30 mins drive to Jewar International Airport
- 15 mins drive to Film City, Greater Noida
- 30 mins away from Sector 18, Noida
- 10 mins drive to Pari Chowk, Greater Noida





THE NUCLEUS OF URBAN LIFE



City Centre 150 exudes vibrance and energy because its ambience reflects the aspirational allure of Sector 150. The many premium apartment complexes in the area, along with the 40-acre park in front of the high street, bring a steady flow of visitors, who come to City Centre 150 to fulfil their daily needs and pamper themselves with varied experiences. The strategic location of this project makes it a part of the social infrastructure of not just Sector 150, but also of the surrounding neighbourhood including Greater Noida. The appeal of this high street will be further enhanced through the proposed residential developments on the same land area.

Surrounded by premium residences that drive footfall into City Center 150

At the Noida's most premium sector



NOIDA'S **FINEST** HIGH-STREET OVERLOOKING A 40-ACRE PARK



The 40-acre prolific Shaheed Bhagat Singh Park asserts its authority strategically opposite City Center 150. The exuberant park lends an enviable significance to the location of the high street in the overall layout of the sector. One of India's largest parks, this hotspot draws crowds not only from Sector 150 but also from the nearby areas and serves as a tremendous footfall driver for the project. To add to that, the lush green park elevates the atmosphere of pubs and restaurants on the top floor, as you enjoy a magnificent view while having the perfect meal. Not only does it add to the charm of the entire sector, but also serves as a strategic extension from a commercial point of view to City Center 150.

Located next to one of India's largest parks

Natural footfall driver to the project



DESIGNED TO ENTHRALL, INSIDE OUT

The open, interwoven design, City Centre 150 enchants the shoppers right from the start. The cubism-inspired architecture relies heavily on graphical clean lines on the outside, and interiors that are integrated seamlessly. Strolling down the high street, face to face with the most premium brands from the world of apparel, jewellery, personal care and more, a person could easily find their way into the open air.

The Walking Street, located within City Center 150, opens the gateway to a world of quick-service restaurants, shopping, ambient seating, eclectic carts and entertainment features.

Four independent, all-side open blocks for a unique shopping experience

33 ft. (10.2m) walking street lined with QSRs and pop-up shops with ambient seating

Designated space for live entertainment and performances





A RETAIL SPACE AS BIG AS YOUR AMBITION



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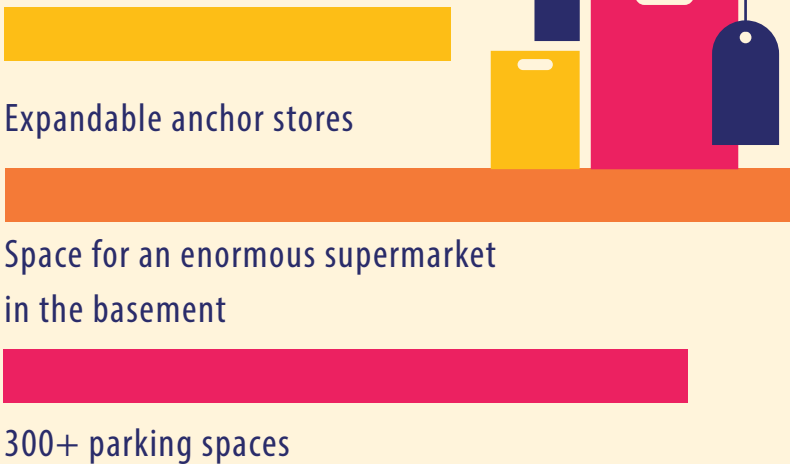
Flexible spaces and formats to cater to the needs of every segment

Availability of different retail store sizes and categories

FROM LIFESTYLE EXPERIENCES TO EVERYDAY NEEDS



At City Centre 150, we bring together the widest selection of products and services, to make this a perfect haven for visitors seeking great lifestyle experiences as well as everyday convenience. The basement can house an enormous supermarket, which makes it a one-stop-shop for all your household needs. It shares space with a large parking facility, which adds to the convenience. The expandable anchor stores across two floors give space to international & premium brands to set up flagship formats.



Expandable anchor stores

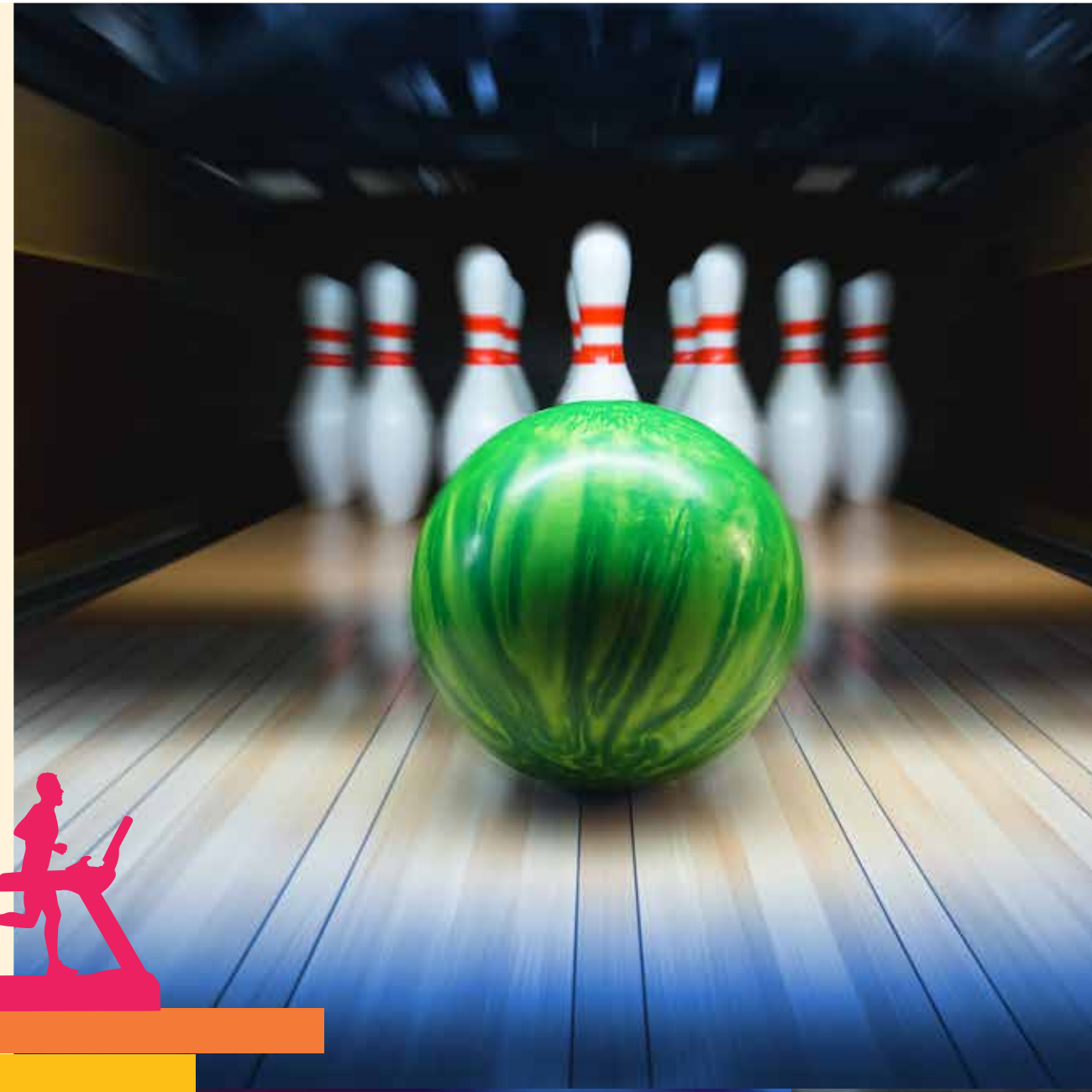
Space for an enormous supermarket in the basement

300+ parking spaces

ENDLESS POSSIBILITIES WITH SOMETHING FOR EVERYONE

The things to do at City Centre 150 are endless, with a dedicated food court, multiple kiosks and countless entertainment options. Step into the arena and relish every moment with your loved ones. The many choices to eat, drink and shop along with a variety of dazzling electronic stores, trendy gyms, salons & spas, make up a world of great options that offer you a little R&R, right in the middle of your fun shopping spree.

Space for dedicated food court on the second floor
Spaces planned for multiple entertainment options, trendy gyms, salons & spas



AL-FRESCO DINING WITH STUNNING PARK VIEWS

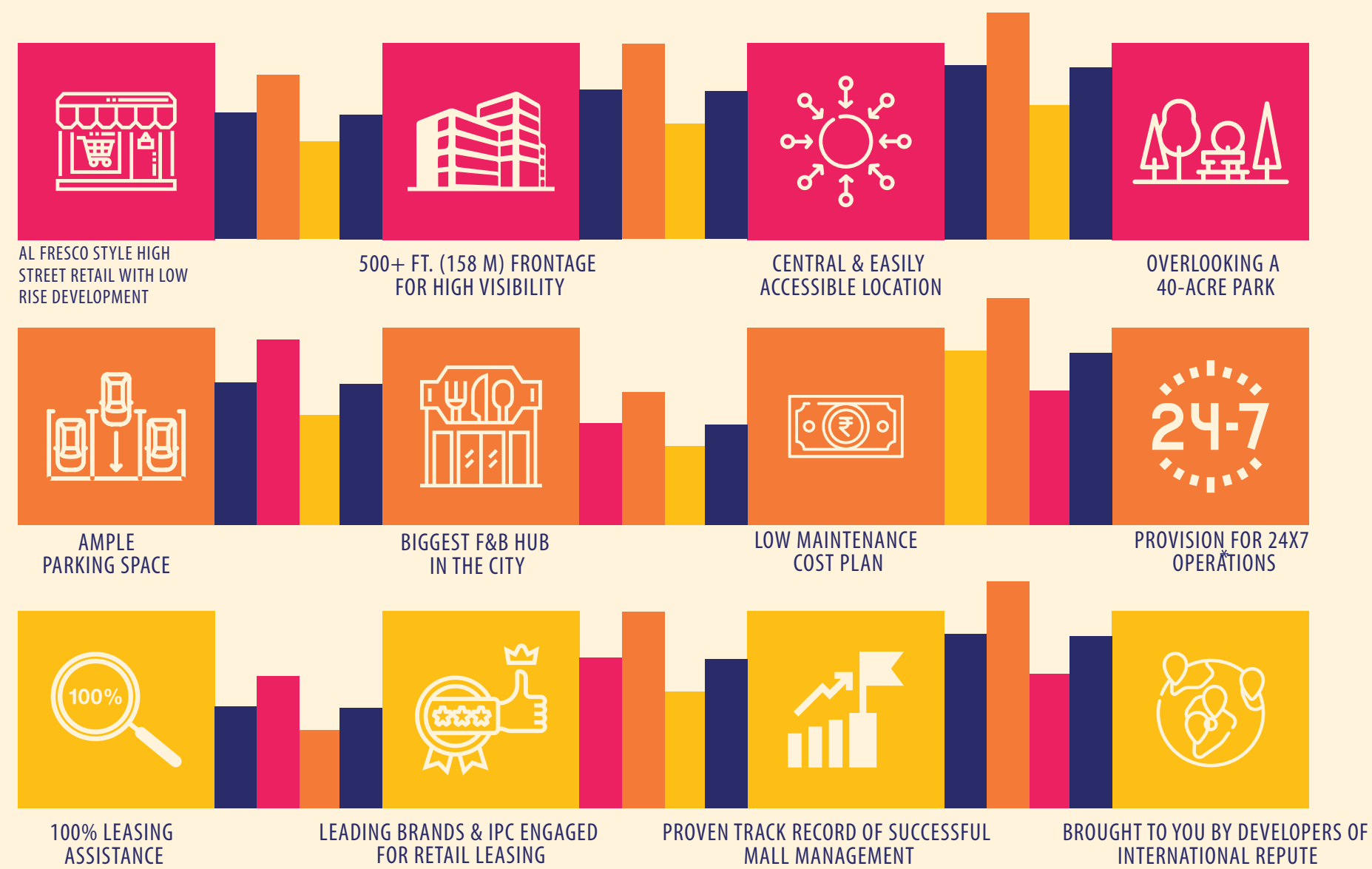
City Center 150 will be home to some of the city's finest restaurants. Its wide array of offerings include world-class restaurants, iconic pubs and premium terrace experiences overlooking the lush green 40-acre park right in front. As you indulge your taste buds, the panoramic views will provide just the sensory pause to soak in the epicurean delight.

The pubs at City Centre 150 add another facet to its dazzling after-dark transformation into Sector 150's trendiest hotspot. They add a dollop of glamour and style to the natural charm of City Centre 150 and its breathtaking terrace views and are the perfect places to celebrate the good life.

Plan for iconic restaurants and pubs with attached terrace
Breathtaking views of the 40-acre park



PROJECT HIGHLIGHTS



SPECIFICATIONS

FLOOR DESCRIPTION		COMMON TOILETS	
NO. OF FLOORS	Single Basement (Parking / Services / Retail) Ground & First Floor (Shopping / Restaurant / Retail) Second & Third Floor (Shopping / Restaurant / Retail / Food Court)	FLOORING	Stone / Tile
		WALL CLADDING	Vitrified tile / Stone / Paint
		WC	Wall mounted WC
		CP FITTING	Water efficient branded CP fitting
VITAL INFORMATION		BASEMENT AREA	
AIR CONDITIONING	Provisioning of AC in individual shops Cooling tower piping connection provided in each shop	FLOORING	Tremix flooring
FAÇADE	Combination of glass / ACP / Stone / Metal cladding / GRC / Paint	COMMON PARKING	As per drawing
HEIGHTS	Floor to Floor • Basement - 5.25m • Ground Floor - 5.1m • Typical Floor - 4.5m	RAMP	Pavers / Tremix
LIFTS AND ESCALATORS		SHOPS / OFFICES / FOOD OUTLETS	
SEPARATE LIFTS	Passenger Lifts - 6 Service Lifts - 2	FLOORING	Concrete floor ready to receive any flooring by owner/buyer
SPECIFICATION OF LIFTS	Tile / Stone	WALLS	Blockwork partition
ESCALATORS	2 sets of escalators	FAÇADE	Combination of glass / ACP / Stone / Metal cladding / GRC / Paint
		CEILING	Concrete ceiling
		DOORS	Glass / Openable shutters
		ELECTRICITY	Cable tap off provided as per load
		FIRE FIGHTING	As per NBC / Bye laws
LOBBY AND COMMON AREAS		LANDSCAPING	
FLOORING	Stone / Tile	HARD LANDSCAPE	Tile / Trimix concrete / Pavers / Kerb Stone / Chequered tiles
CEILING	Metal ceiling / Waterproof board ceiling	SOFT LANDSCAPE	Natural grass / Artificial grass pad / Shrubs / Plants / Trees / Water body
WALLS AND PAINTINGS	Tile / Stone / Paint		
RAILING	Toughened / Laminated glass fixed with metal		
ELECTRICITY	Common area electrical works with provision for individual metering for shops		
FIRE FIGHTING	As per NBC / Bye Laws		
STAIRCASE	Tile / Stone		
LIGHTING	Common area lighting with energy efficient fixtures		
		ESS AND DG (MAX CAPACITY)	DG SET 100% power backup as per load requirement
		STP	CAPACITY (IN BASEMENT) As per design