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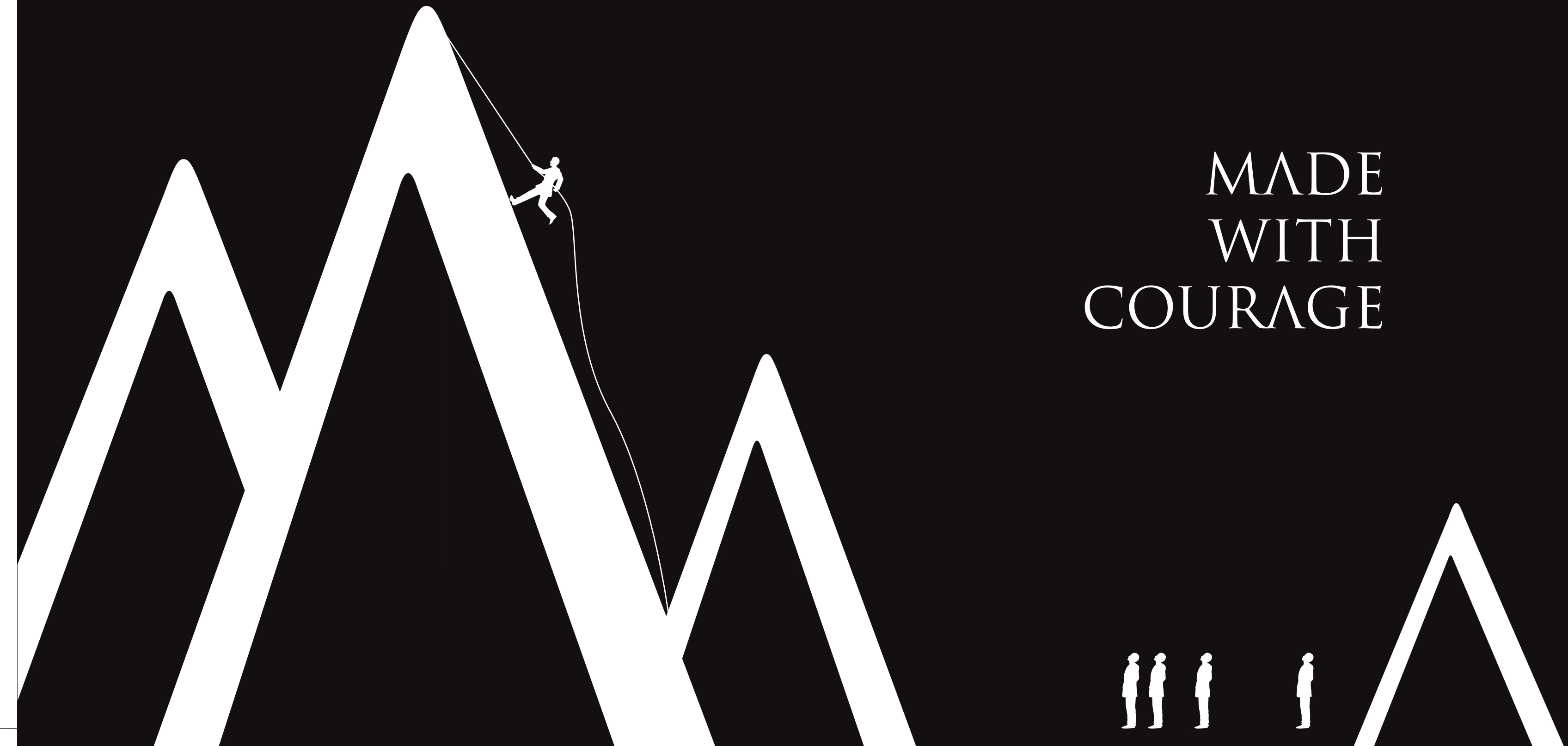


# ALPHATHUM

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## MADE FOR LEADERS

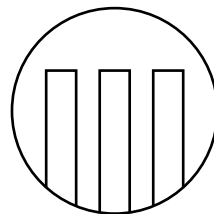
MADE  
WITH  
COURAGE



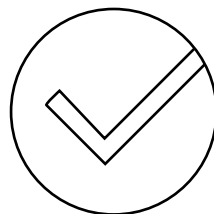
*All great endeavours, begin with courage first.*

*At Alphathum, that very courage is our spark for every initiative, be it creating India's most efficient business towers or creating the blueprint for the physical, emotional and financial well-being of the occupants and customers of our developments. We take pride in our pioneering work processes that encourage all stakeholders to challenge their own preconceived thought process to deliver true value and meaningful interaction between people and with nature.*

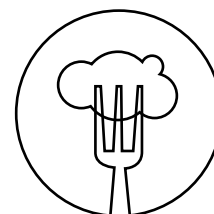
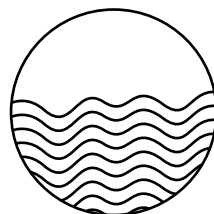
*Three high rise towers*



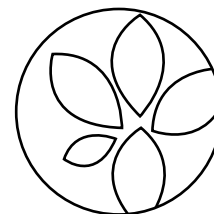
*Integrated and intelligent occupant strategies*



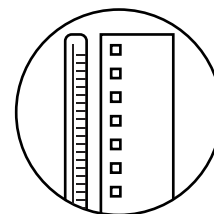
*World's largest rooftop infinity pool with zen garden*



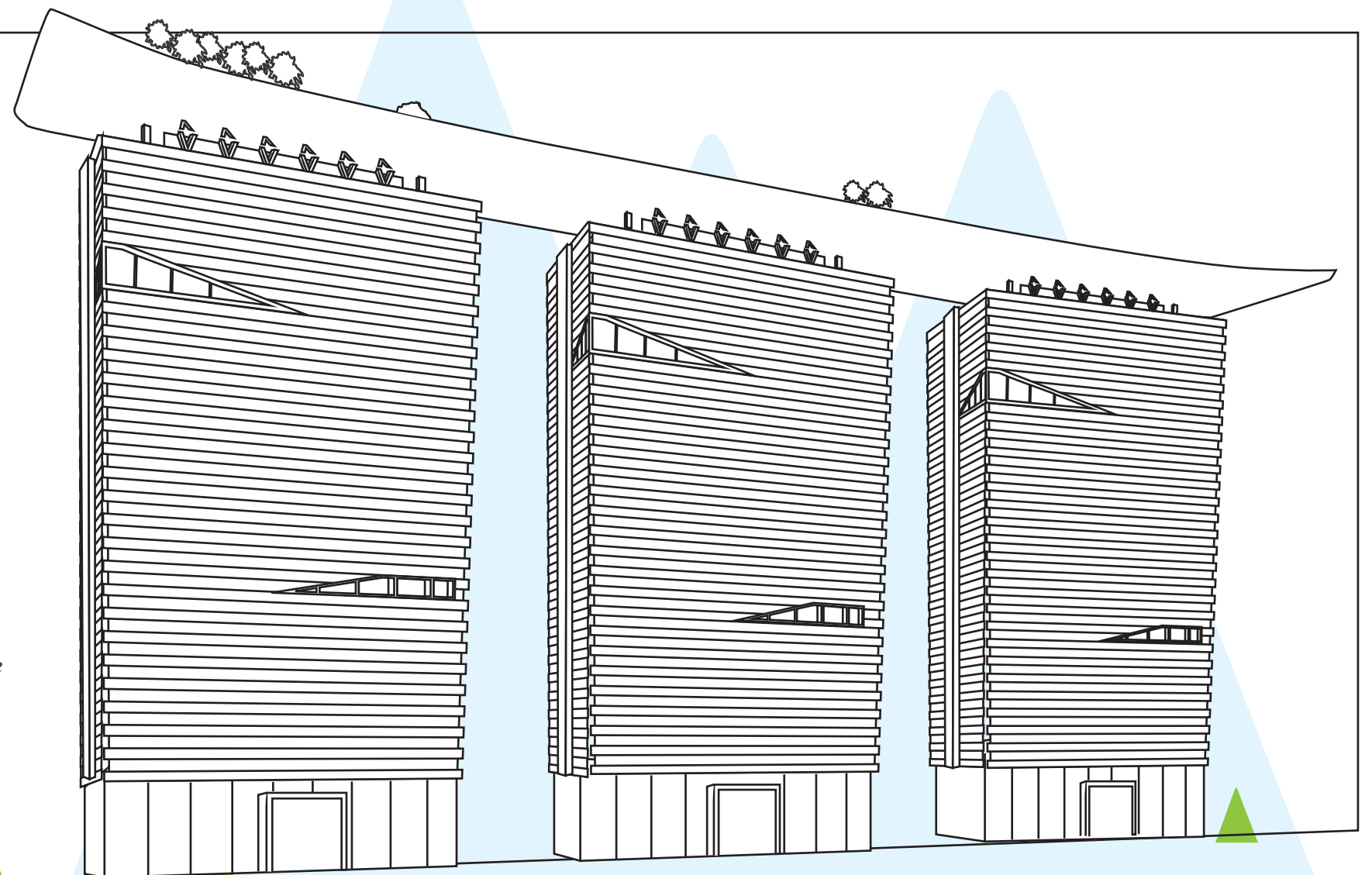
*Sky Gardens*



*Continuous and integrated greens*



*Climatically responsive architecture*



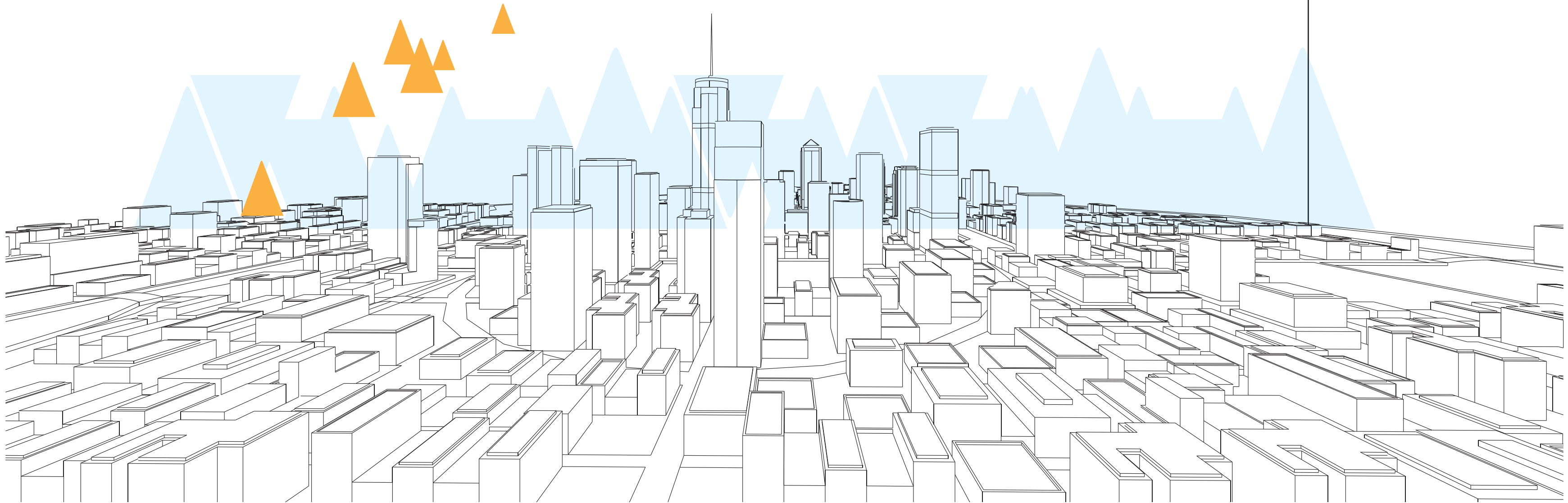


*Aerial View of Alphatum*



MADE  
WITH  
AMBITION

*The story of NOIDA is itself one of courage. It was envisioned to truly be a hub of the future where the world could come together to create great ideas, products and services. It is only fitting that Alphathum find its home in this visionary launchpad of success. NOIDA is amongst one of India's most successful destinations in terms of investment and infrastructure. It is a study in planning and scalability, a city that will not flinch in the face of rising demands of the future or of the corporate world.*



# NOIDA/GREATER NOIDA IT DOESN'T GET BIGGER THAN THIS

*4th largest  
ITES destination  
in the country, in total adds to  
about 10% of exports (NASSCOM)*

*The best location in the  
country to start  
semiconductor  
operation,  
next only to Bangalore*

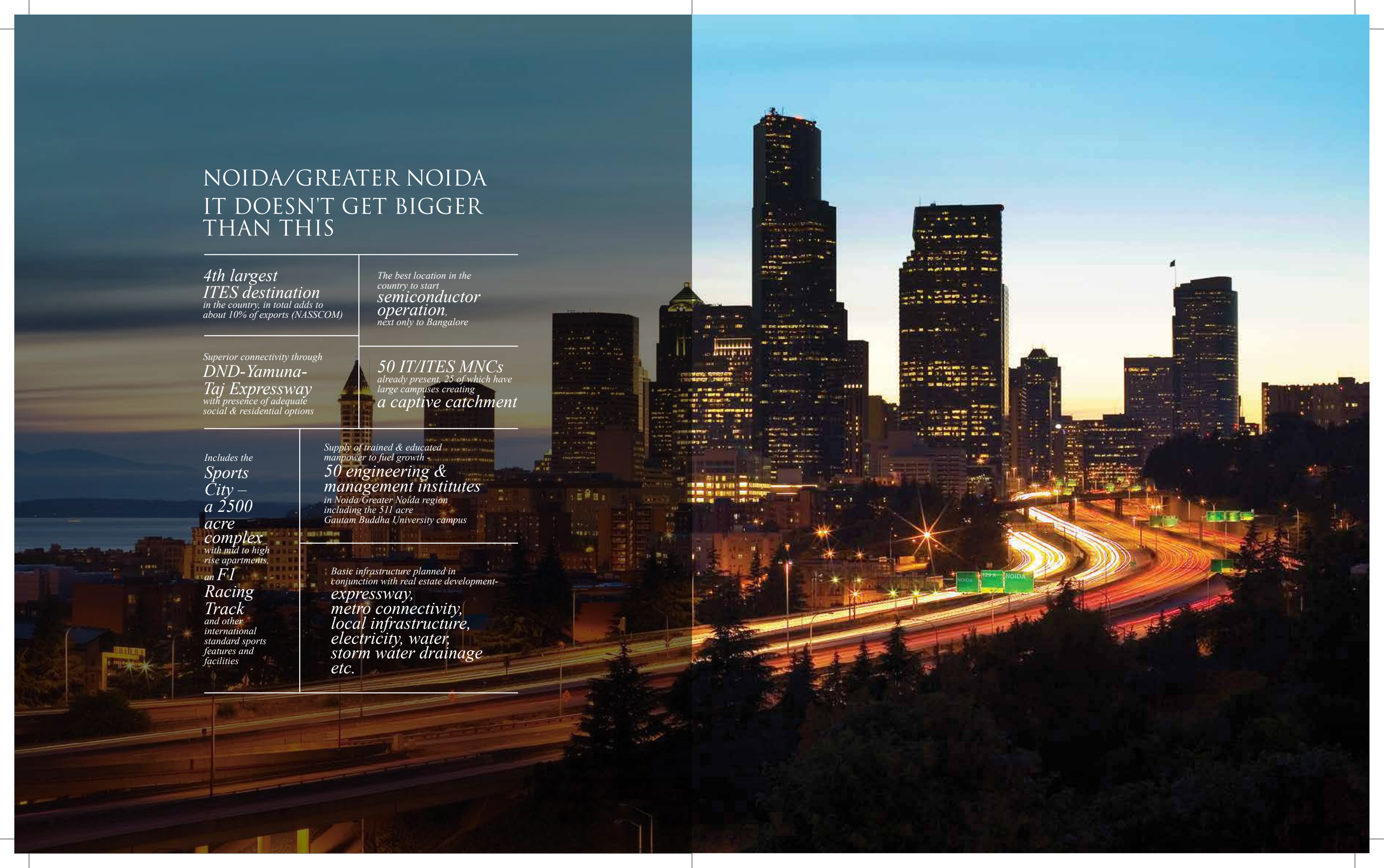
*Superior connectivity through  
DND-Yamuna-  
Taj Expressway  
with presence of adequate  
social & residential options*

*50 IT/ITES MNCs  
already present, 25 of which have  
large campuses creating  
a captive catchment*

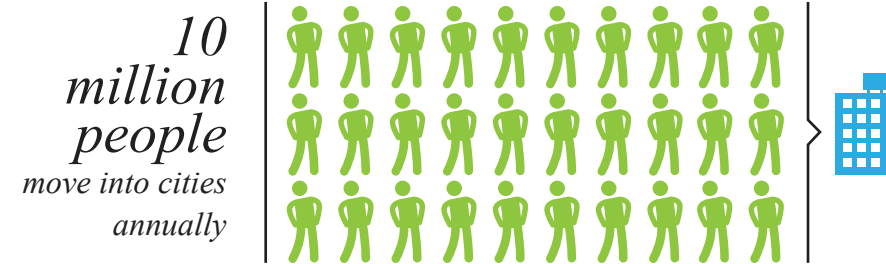
*Includes the  
Sports  
City –  
a 2500  
acre  
complex  
with mid to high  
rise apartments,  
an FI  
Racing  
Track  
and other  
international  
standard sports  
features and  
facilities*

*Supply of trained & educated  
manpower to fuel growth –  
50 engineering &  
management institutes  
in Noida/Greater Noida region  
including the 511 acre  
Gautam Buddha University campus*

*Basic infrastructure planned in  
conjunction with real estate development-  
expressway,  
metro connectivity,  
local infrastructure,  
electricity, water,  
storm water drainage  
etc.*



# INDIA - A SNAPSHOT



India's real estate sector to be worth USD676 billion by 2025



The Indian economy has outperformed other emerging economies in the last decade

The total number of cities as risen to 7,935 from 2,774

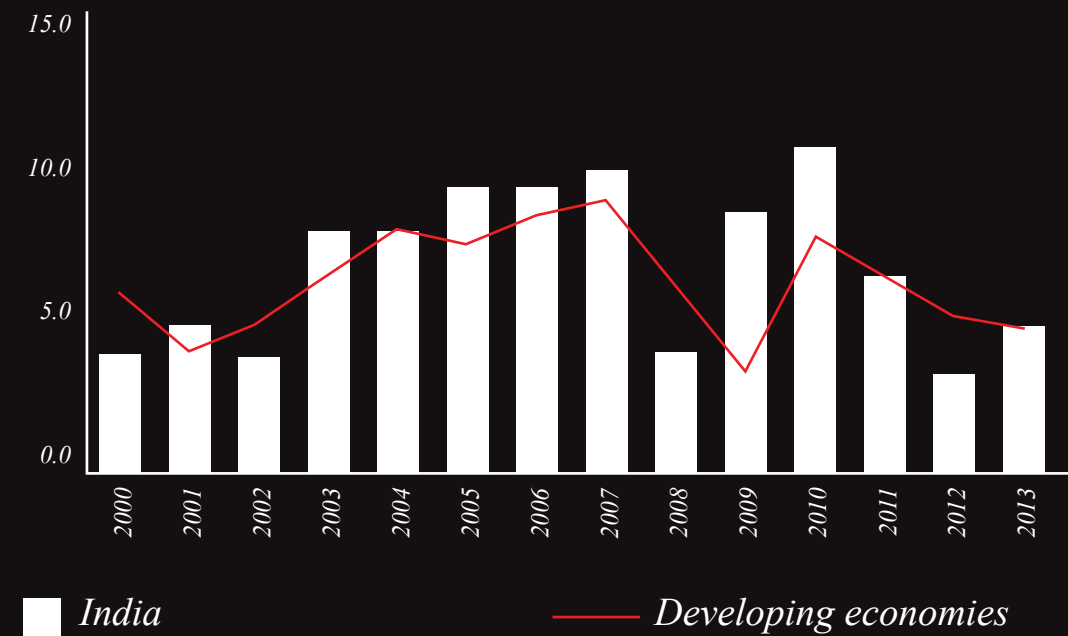


The real estate sector contributes about 6% to the Indian Economy and is expected to rise to 13% by 2028

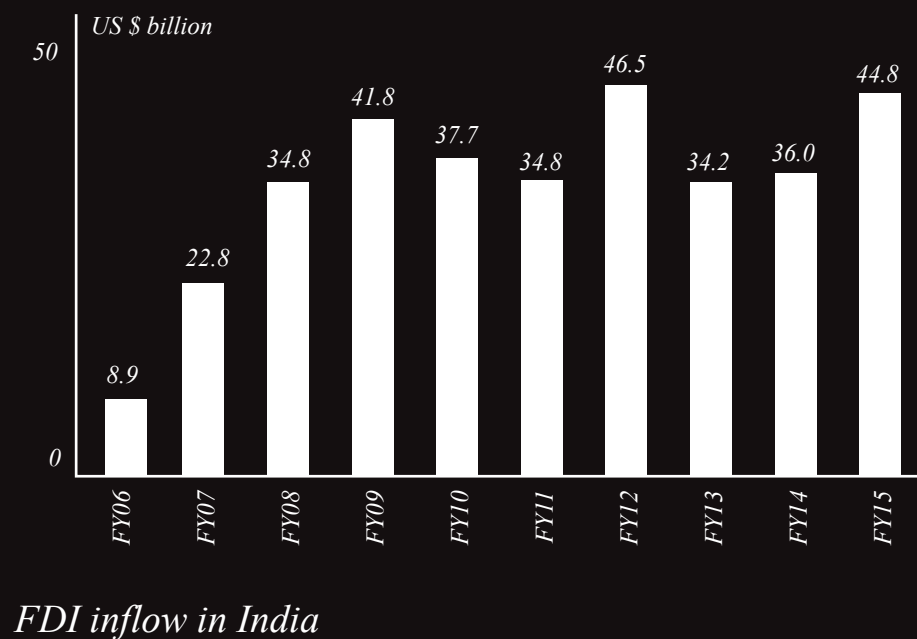
India is expected to become the world's third largest economy by 2028



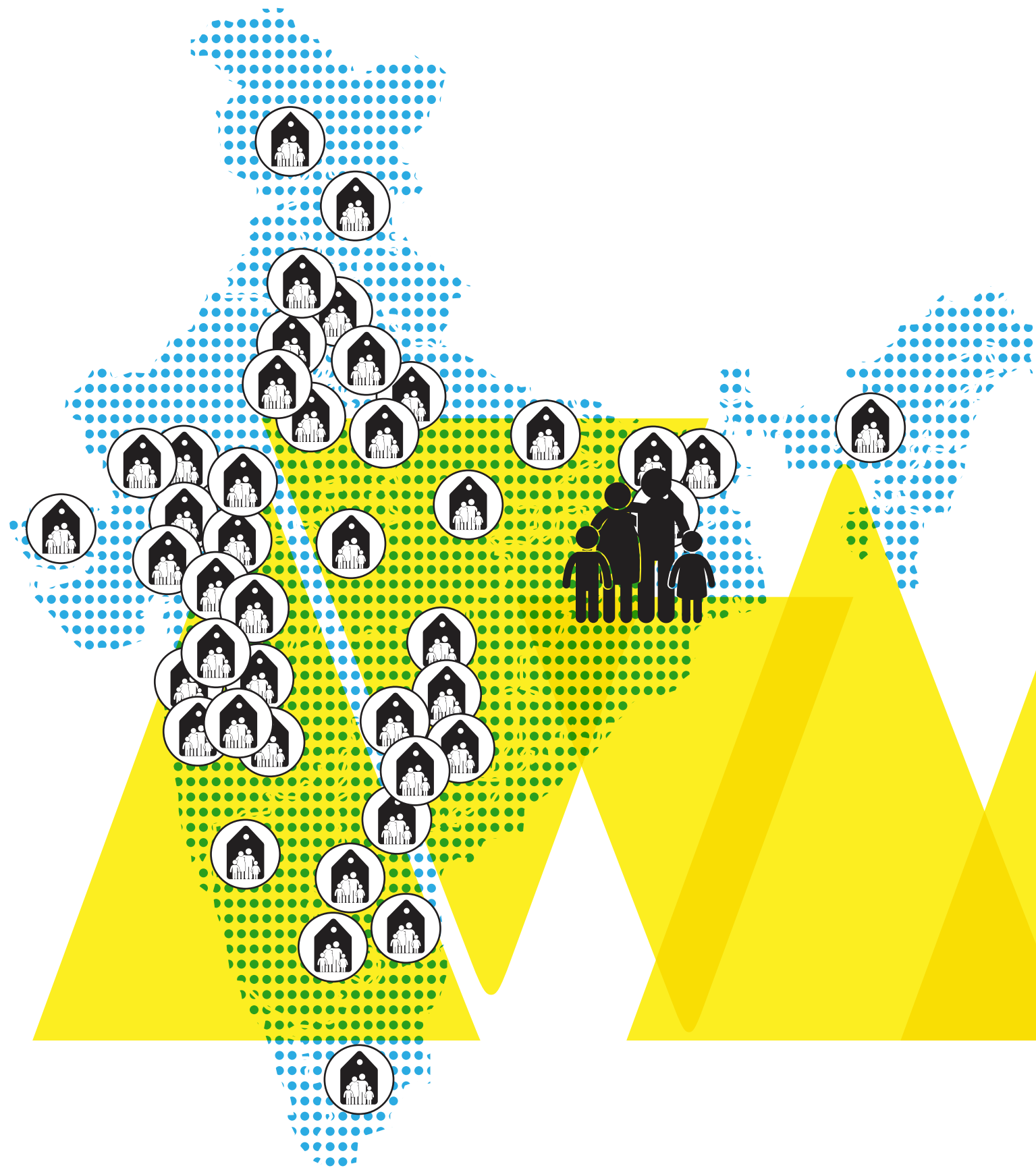
India and developing economies GDP growth



India and developing economies FDI inflows





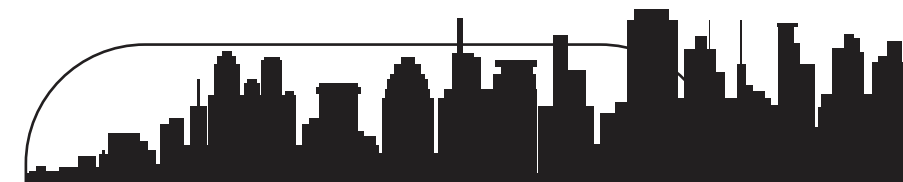


### **Economic growth**

*India economy is expected to be the **fastest growing economy** for the next few decades*

*The **growth** could be primarily driven by infrastructure investment and the rising manufacturing and service sector*

*Within the service sector, the growing IT/ITES and banking sectors are expected to significantly add to the demand for commercial real estate*

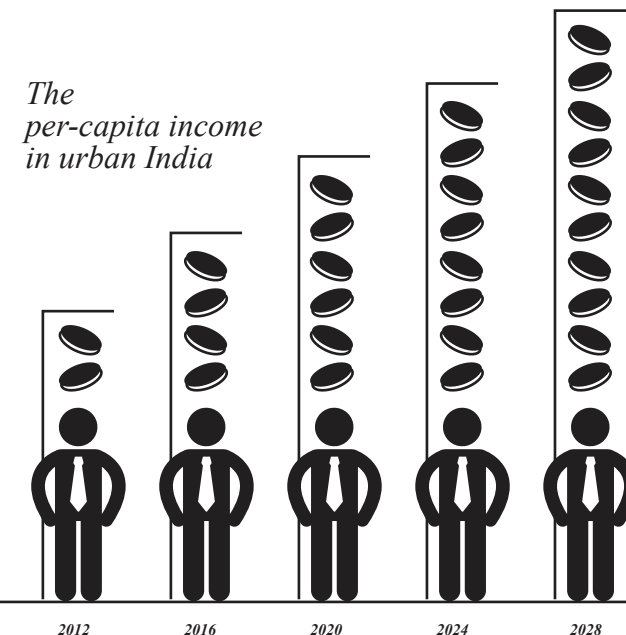


### **Urbanisation**

*About **10 million** people are moving to indian cities every year*

*Urban areas are expected to contribute **70-75 per cent** to nations **GDP** by 2025*

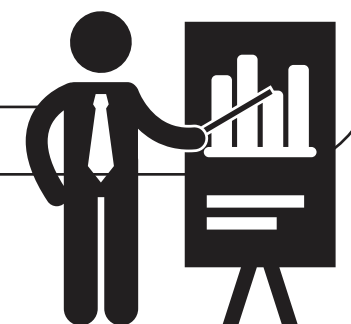
*The per-capita income in urban India*



### **Rising income level**

*The per-capita income in urban India is expected to triple from **USD2,800** in 2012 to **USD8,300** in 2028*

*The rising income supports commercial infrastructure growth*



# NOIDA THE NEW DESTINATION OF COMMERCE IN NORTH INDIA

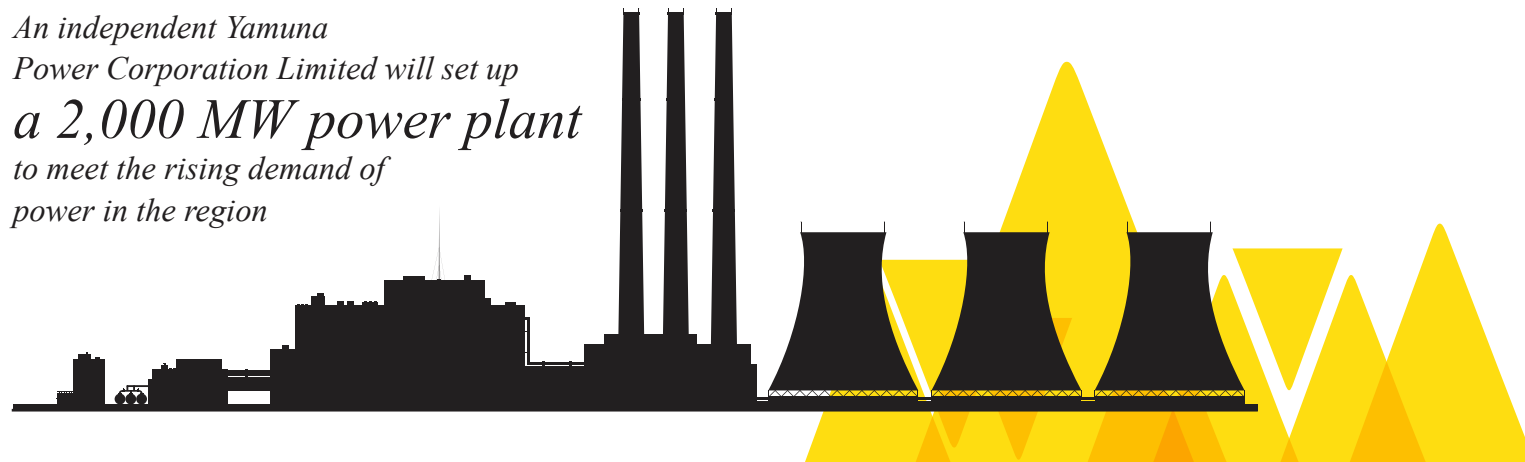
In the recent years, NCR has been redefined. The shortcomings of Gurgaon have become as apparent as can be and the very future of the city hangs in the balance as rampant development far exceeds the resources that are needed to serve the population that will reside there. Noida, on the other hand, has emerged as the new favourite for corporates and MNCs alike. With its lucrative investment price points and proportionately robust infrastructure, **Noida is where the world is headed.**

*Noida caters to six times the number of new properties as compared to Gurgaon*

*30 KM Noida & Greater Noida metro extension expected to be operational by 2017*

*A 337 acre, 750 crore Night Safari Project is being developed to promote tourism*

*An independent Yamuna Power Corporation Limited will set up a 2,000 MW power plant to meet the rising demand of power in the region*



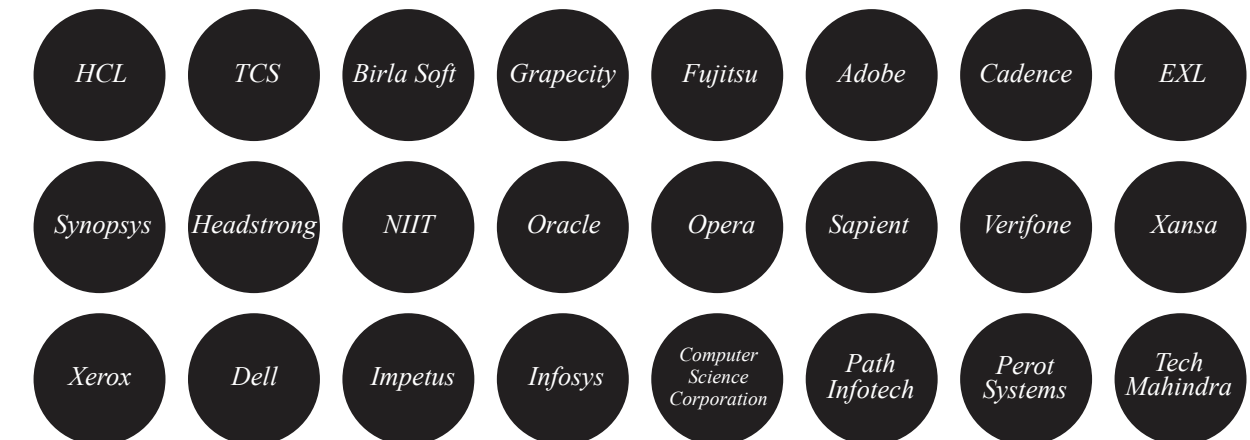
## NOIDA CALLING

*Most large mobile phone manufacturers have their base in Noida*



## NOIDA IS THE TECH CAPITAL OF THE NORTH

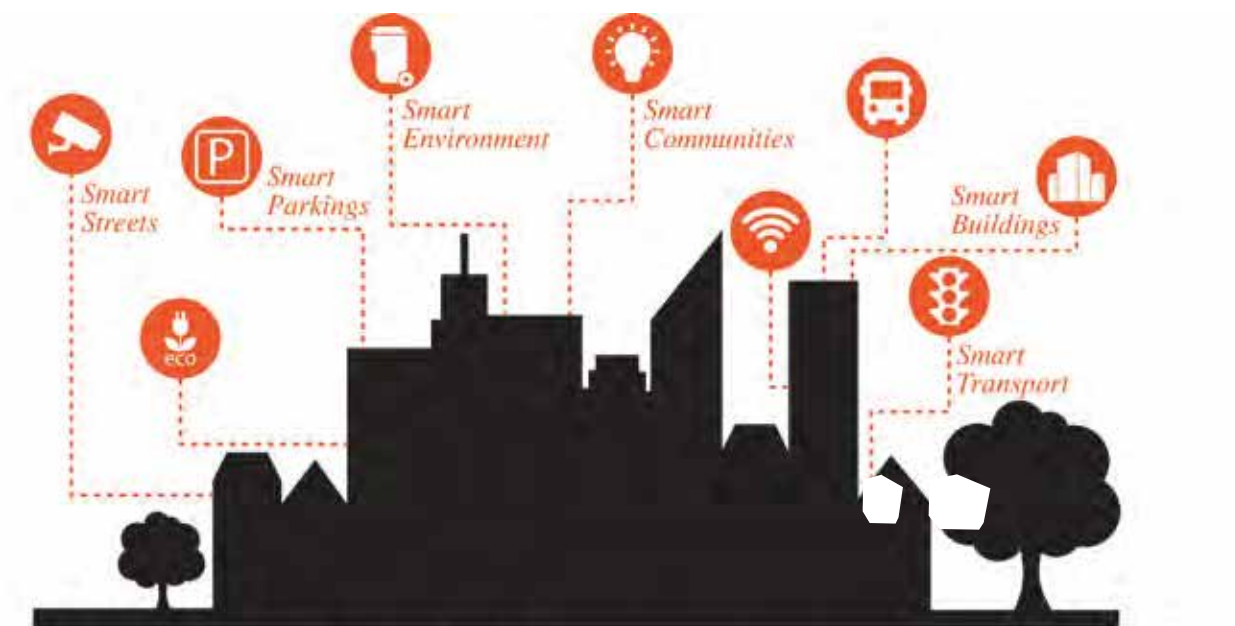
*Some of India's largest technology companies are based out of Noida*



# GOVERNMENT POLICY AND THE IMPACT ON NOIDA

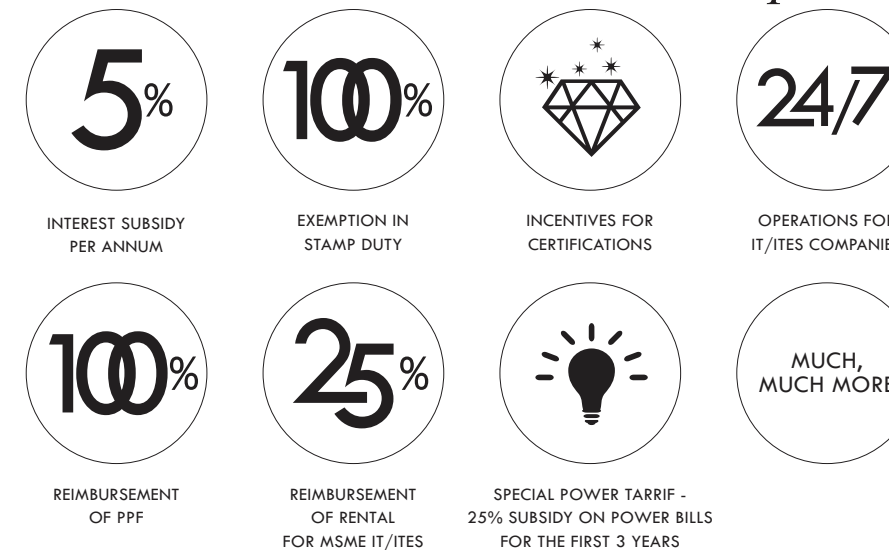
## The Smart City Program - Noida already meets 70% parameters for Smart City

The government has identified 98 locations all over the country as Smart City destinations. There isn't even a single Smart City in Uttar Pradesh. Which is a great boon for Noida as it already meets more than 70% parameters for a smart city and corporates are truly well settled in the region making sure that Noida continues to be a preferred destination of choice for MNCs.



The Smart City Program - parameters

Incentives offered by the up government for the startups, incubators and Small & medium enterprises



## REITS - enabling retail investment in the Indian commercial sector

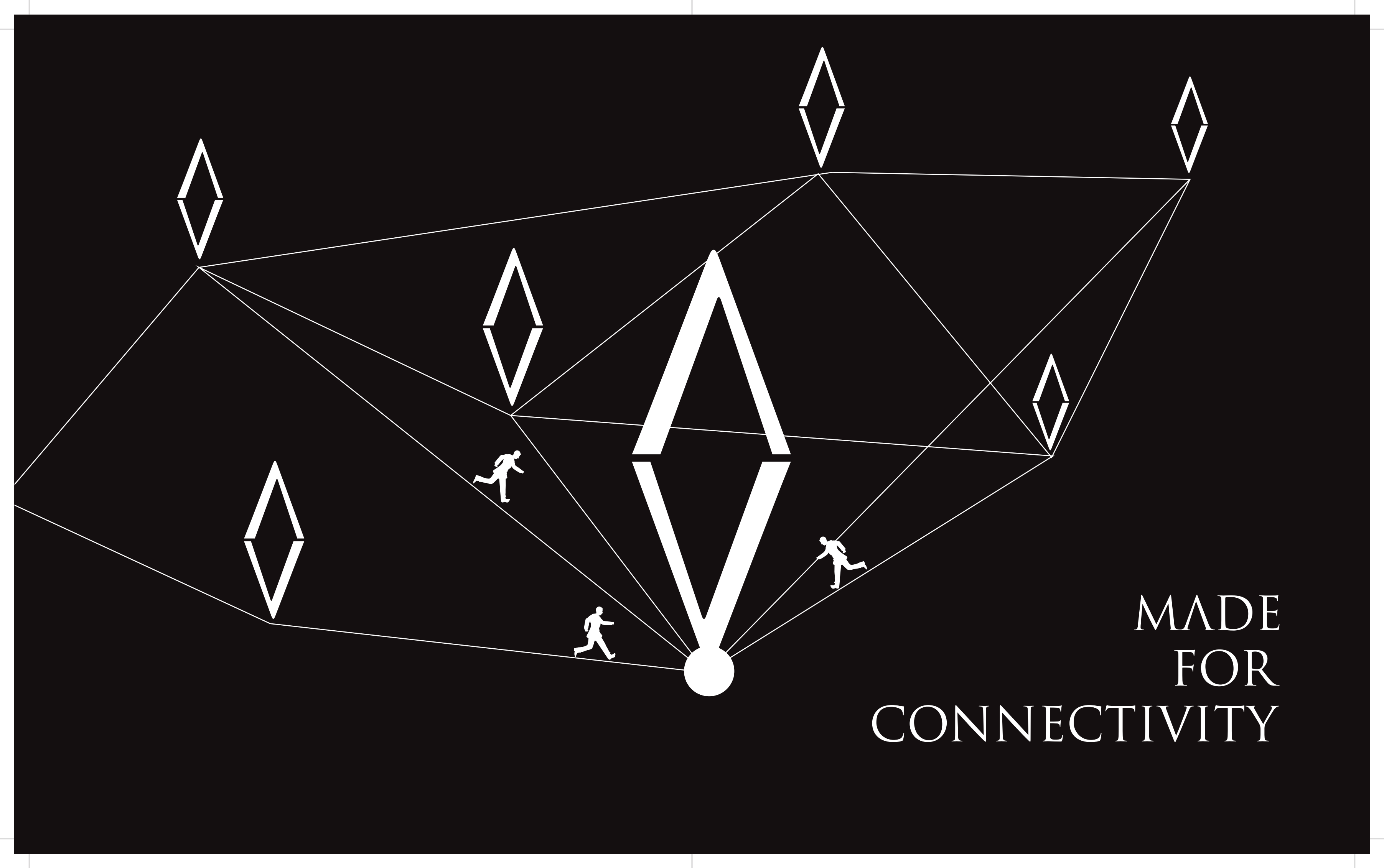


Retail investors in the country can now invest in Real Estate at more convenient price points. With the REITS ruling, capital in the real estate industry will be freely available, speeding up development and creating a more compelling catchment for Alphathum.

## Real Estate Regulatory Act



A much needed amendment in the laws of the country. This is the most compelling argument for investing in Alphathum. The Bhutani Group is an old Delhi based company with enough reserves to fund the entire project on its own ability. The construction will not falter due to a gap in funding and on time delivery is all but assured. Whereas other developers will have a hard time setting aside the 70% in flow in a bank as mandated by the Real Estate Regulatory Act.

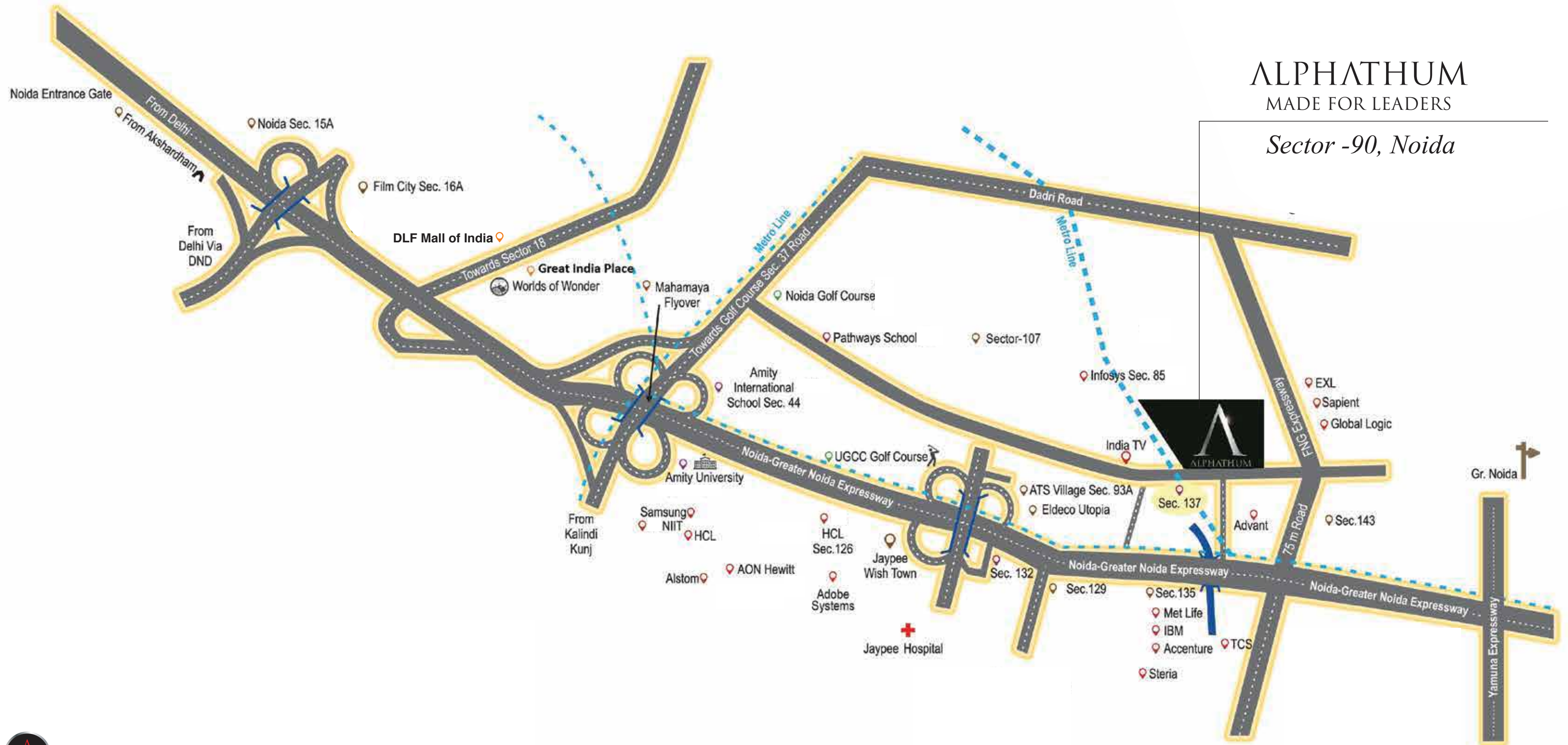


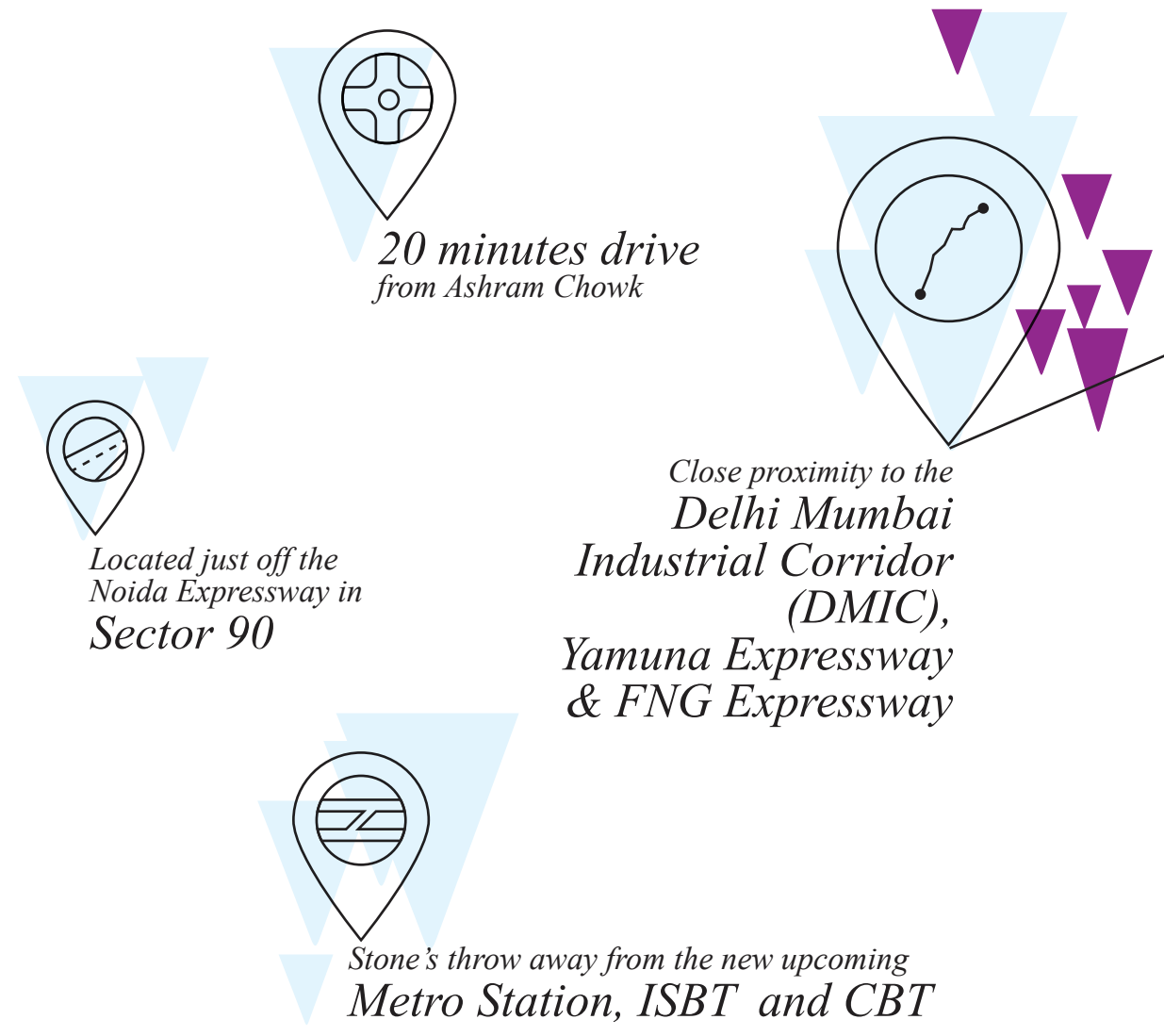
MADE  
FOR  
CONNECTIVITY

# ALPHATHUM

MADE FOR LEADERS

*Sector -90, Noida*





*20 minutes drive  
from Ashram Chowk*

*Close proximity to the  
Delhi Mumbai  
Industrial Corridor  
(DMIC),  
Yamuna Expressway  
& FNG Expressway*

*Located just off the  
Noida Expressway in  
Sector 90*

*Stone's throw away from the new upcoming  
Metro Station, ISBT and CBT*



*More than 75000 residential apartments delivered in  
a km radius leading to a high recruitment base*

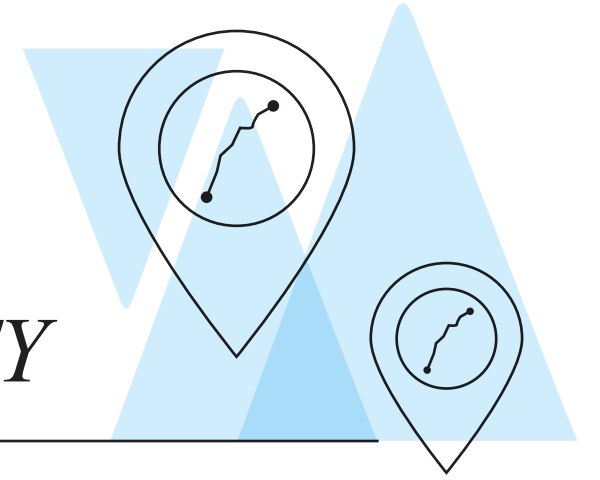
*Key infrastructure in place  
in the neighbourhood,  
i.e. best schools,  
multi-specialty hospitals,  
retail, malls, offices,  
residential enclaves*

*Infosys  
campus  
coming up with  
a 28.9 acres  
just adjacent  
to Alphathum*

*Noida-Greater Noida Expressway is already the base  
for major corporations like Accenture, TCS, Wipro,  
Infosys, Dell, Barclays, Oracle, Samsung, Steria,  
Yes Bank and many others*



## *THE CAPITAL OF CONNECTIVITY*



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### *NOIDA-GREATER NOIDA EXPRESSWAY*

*The lifeline of business in Noida, most large corporates are shifting base to be located along this nerve center of commerce.*

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### *YAMUNA EXPRESSWAY*

*Connecting Noida and Greater Noida to Agra and beyond, the Yamuna Expressway is one of the most commendable routes in the country. The excellent infrastructure on either side of the highway has led to the creation of regional economies that are feeding into the larger eco-system of the NCR.*

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### *FNG Corridor*

*The future of connectivity of two hotbeds of commercial activity in NCR - Gurgaon and Noida, the FNG corridor will revitalise the real estate sector and create an unparalleled line of commerce.*

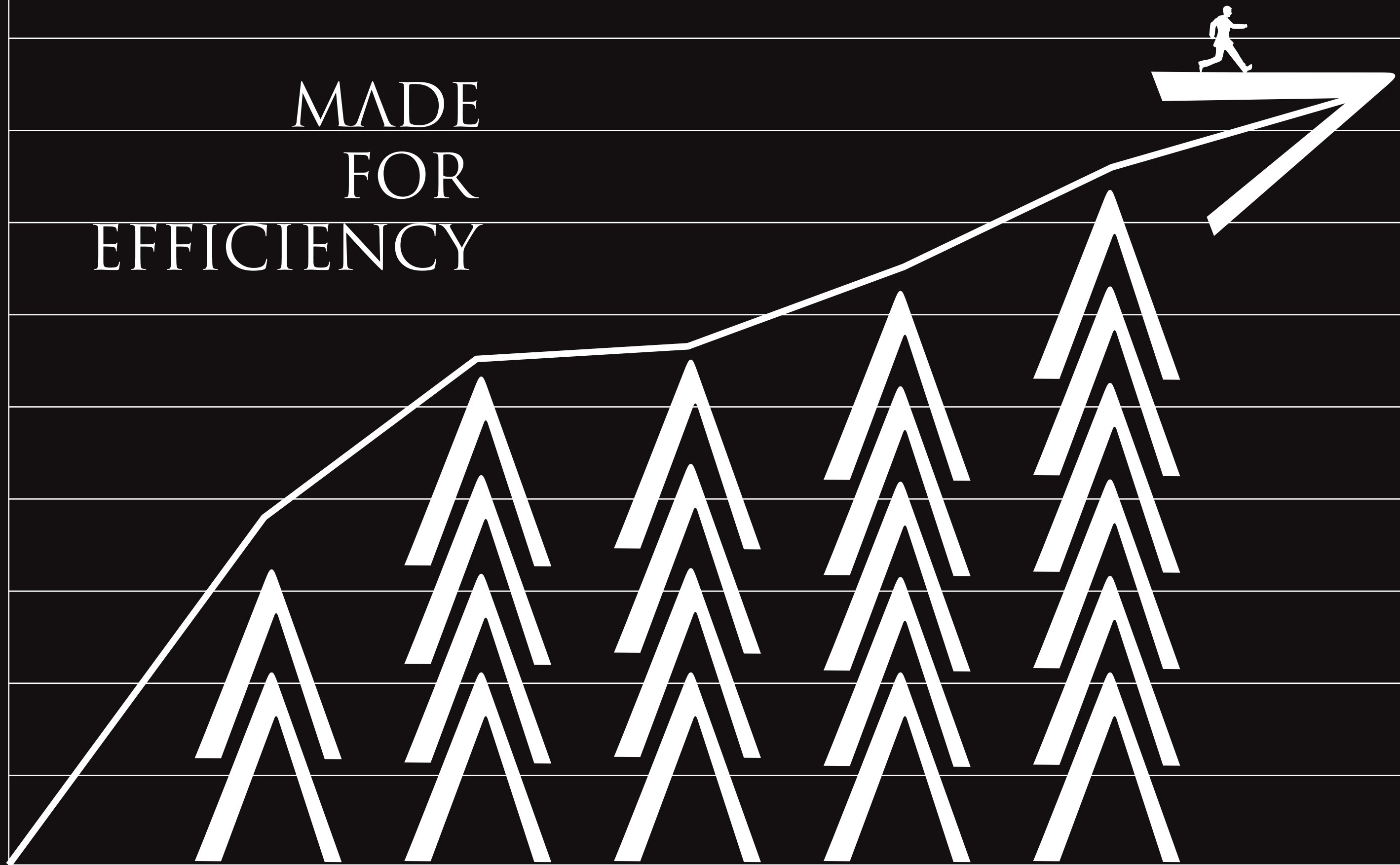
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### *Metro Connectivity*

*Located Close to the upcoming Metro Station at Sector -137, Noida. The metro station is at the stone throw away distance.*

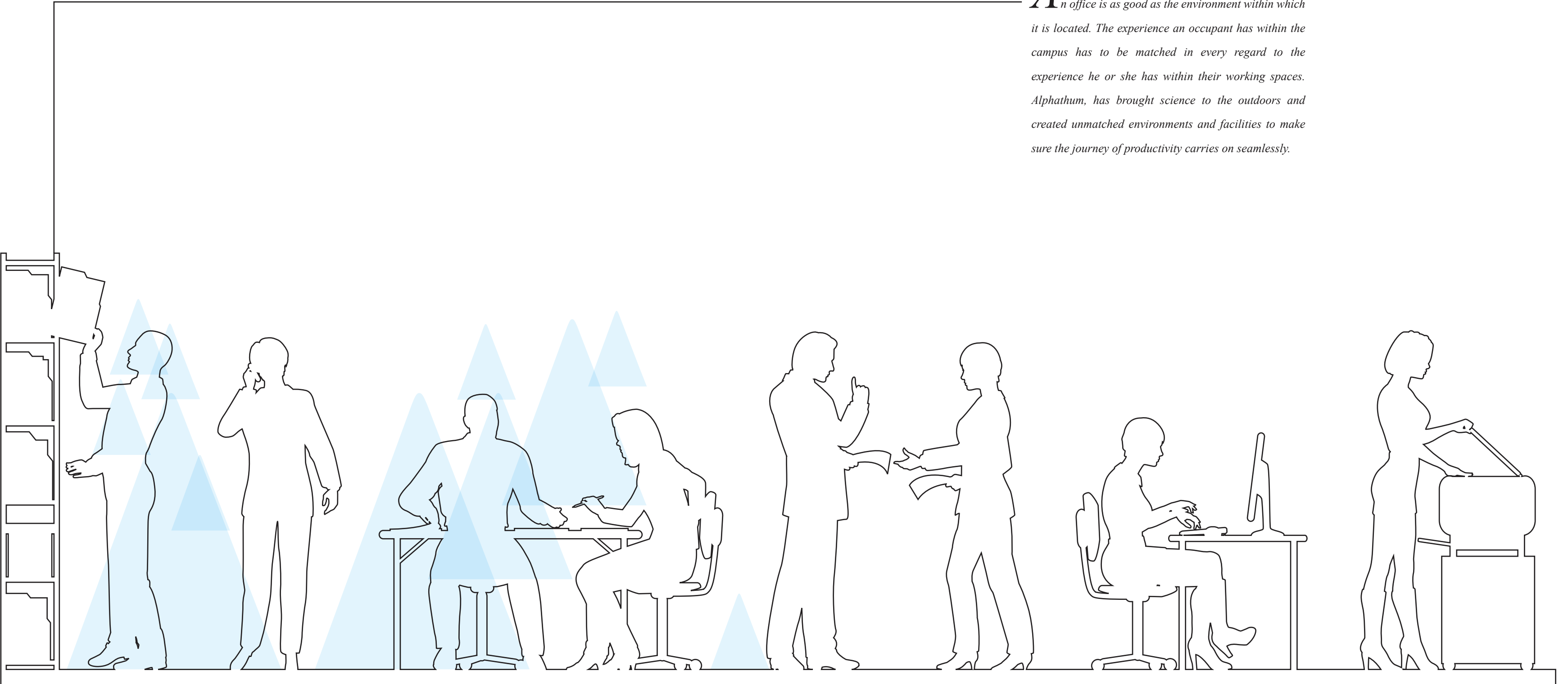
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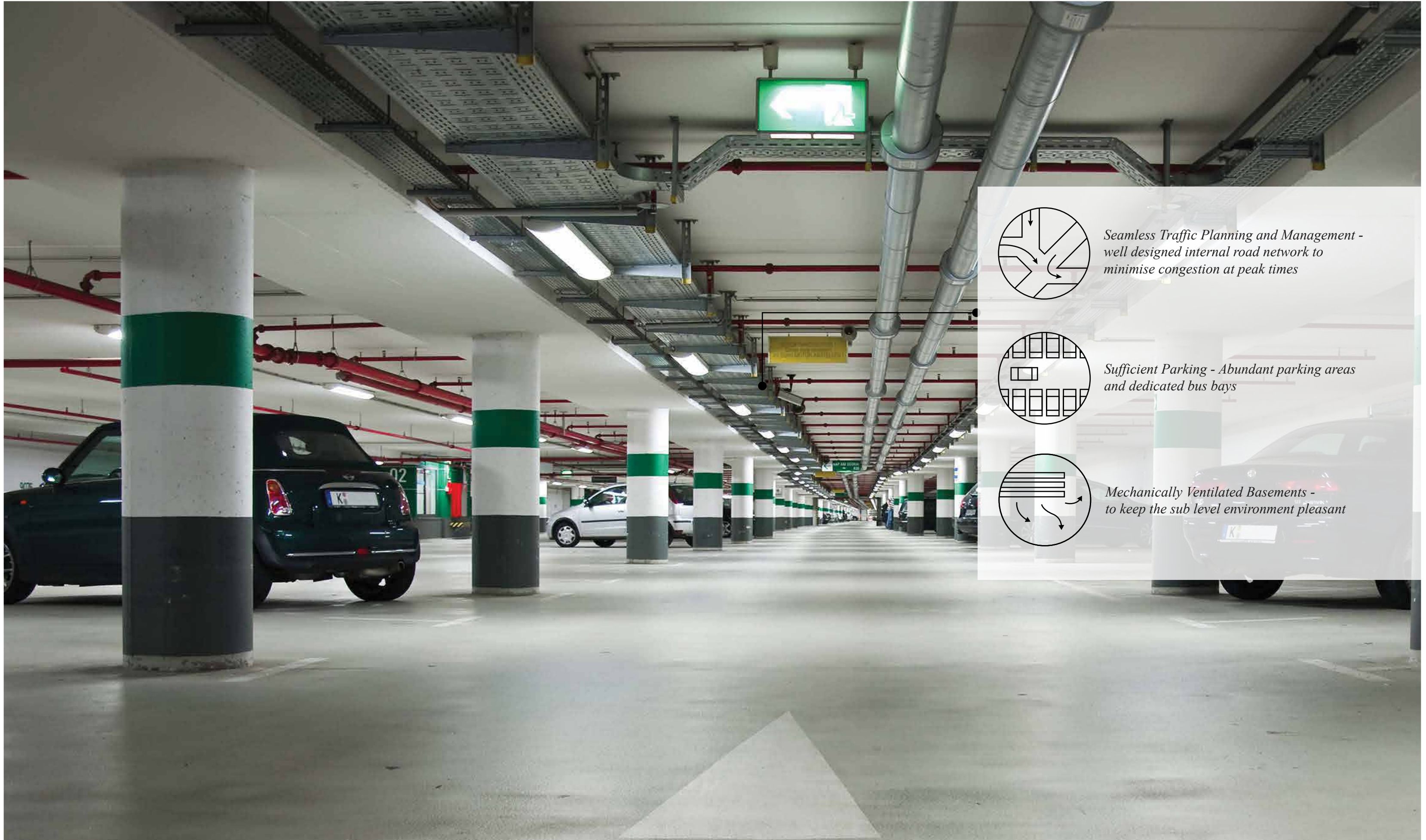
MADE  
FOR  
EFFICIENCY



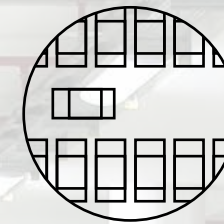


*An office is as good as the environment within which it is located. The experience an occupant has within the campus has to be matched in every regard to the experience he or she has within their working spaces. Alphathum, has brought science to the outdoors and created unmatched environments and facilities to make sure the journey of productivity carries on seamlessly.*

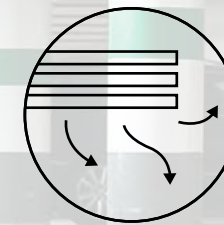




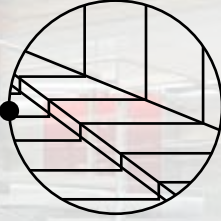
*Seamless Traffic Planning and Management - well designed internal road network to minimise congestion at peak times*



*Sufficient Parking - Abundant parking areas and dedicated bus bays*



*Mechanically Ventilated Basements - to keep the sub level environment pleasant*



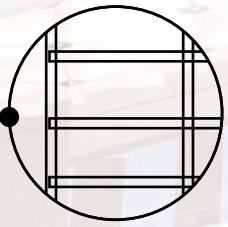
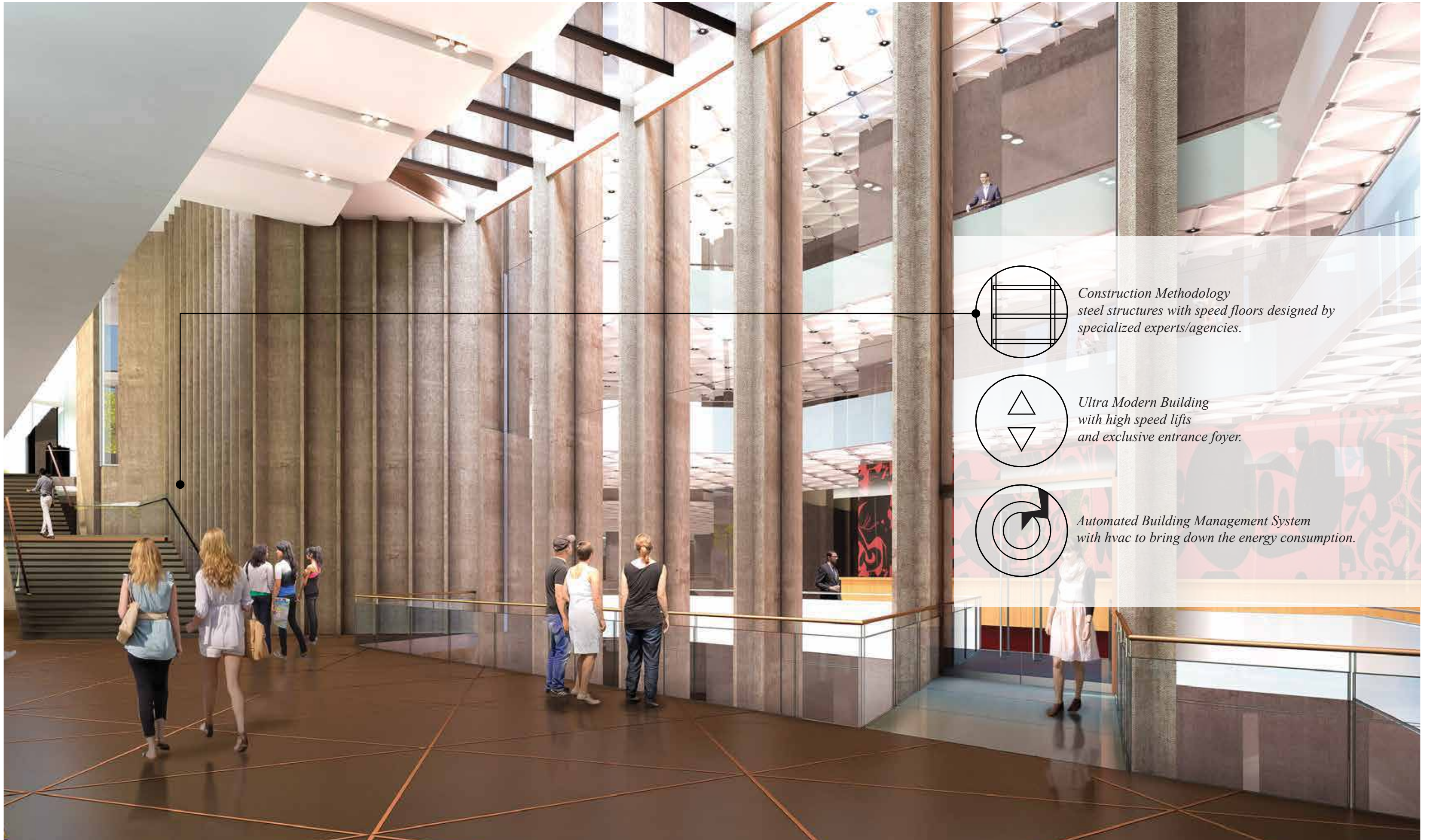
*Walkways for Connectivity within the buildings and an excellent inter-building connectivity matrix*



*Well Ventilated Office Spaces through the use of energy efficient glass*



*Central Chilled Water Air Conditioning System that maintains an environmental equilibrium all year round to keep the temperature (heated in winter), humidity and air quality at optimum levels*



*Construction Methodology  
steel structures with speed floors designed by  
specialized experts/agencies.*

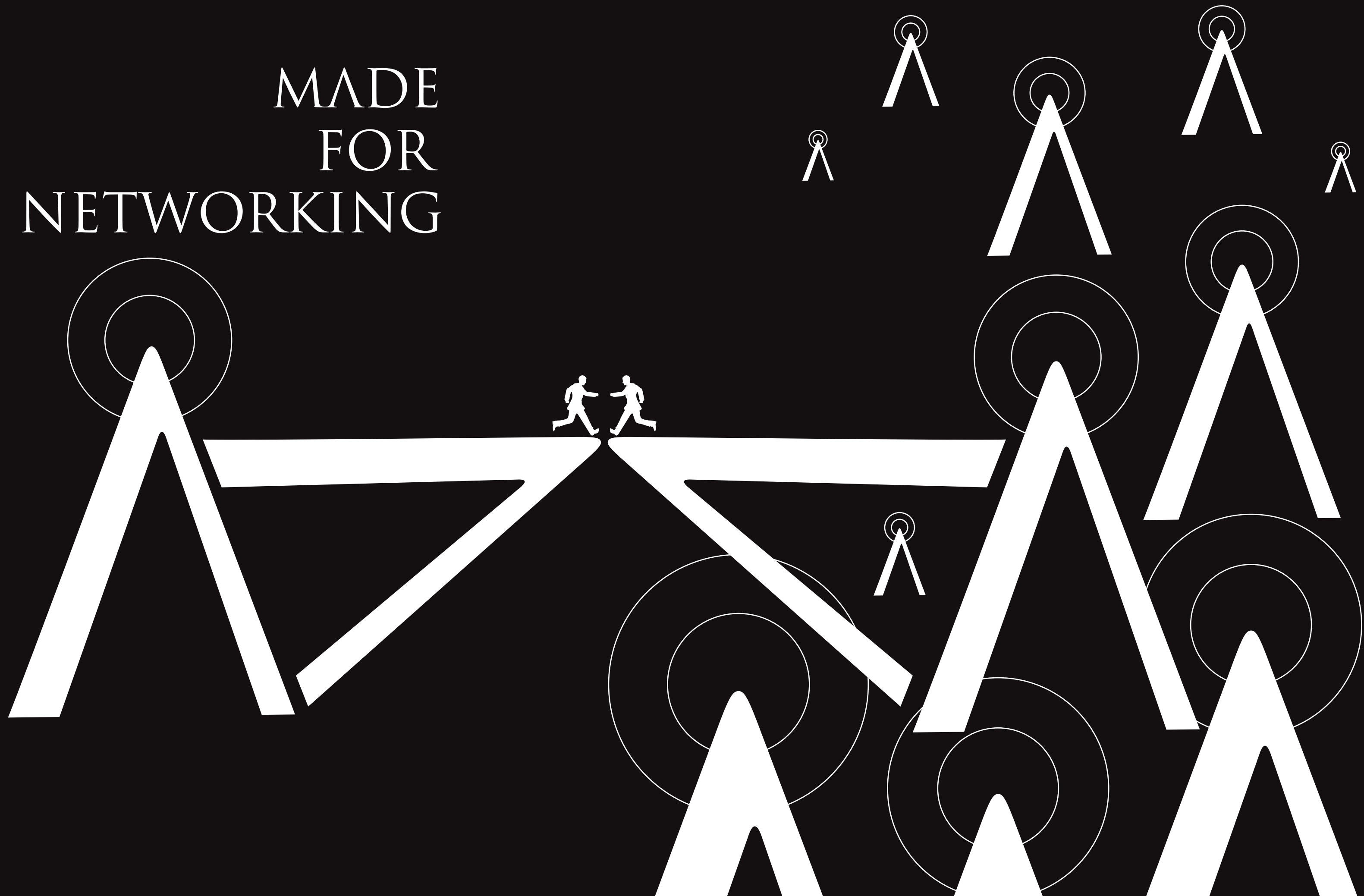


*Ultra Modern Building  
with high speed lifts  
and exclusive entrance foyer.*

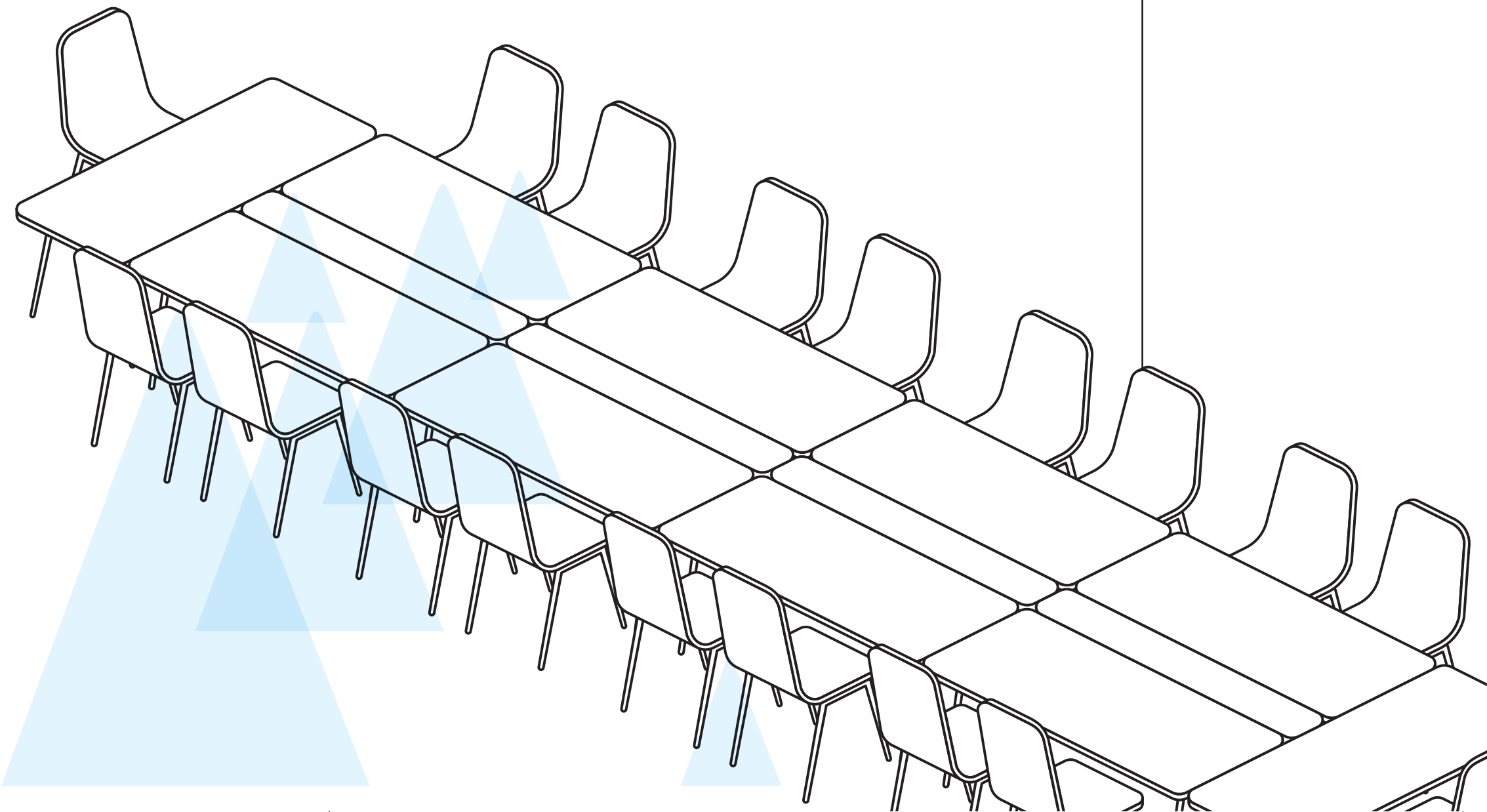


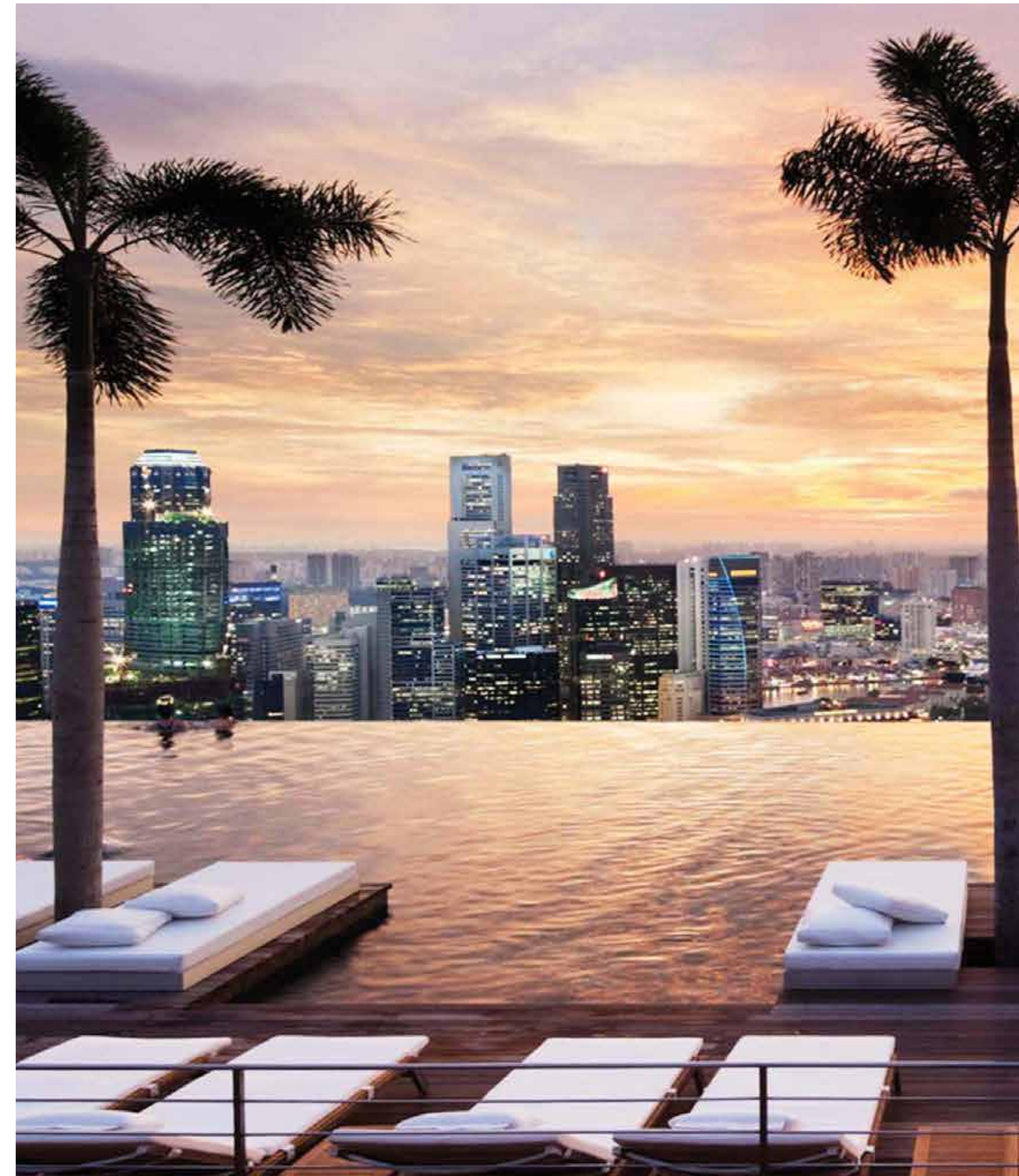
*Automated Building Management System  
with hvac to bring down the energy consumption.*

MADE  
FOR  
NETWORKING



*One of the cornerstones of good business is great networking. At Alphathum, we have made sure that the opportunities to network are as endless as the possibilities to grow. With the world's largest infinity rooftop swimming pool, Alphathum is most certain to bring hordes of those who enjoy the better life to the complex for a myriad of features that become active as the workday ends.*







Rooftop infinity pool - Layout plan







*Rooftop infinity pool  
with coffee lounges*

MADE  
FOR  
GENERATIONS

*Some believe many good leaders are born not made, yet not many can remain strong leaders unless they constantly sharpen their skills and look for ways to grow. At **Bhutani Infra**, that remains our greatest impetus in growth. With the highest standards of deliveries all across Delhi and NCR over the last two decades, Bhutani Infra is on a continuous trajectory of evolution inspired by and creating best practices in the world of development.*



*PARMESH COMPLEX, Nirman Vihar*

*PARMESH CORPORATE TOWER, Karkardooma*

*PARMESH COMPLEX I, Karkardooma*

*PARMESH COMPLEX II, Karkardooma*

*PARMESH BUSINESS CENTRE I: Karkardooma*

*PARMESH BUSINESS CENTRE II, Karkardooma*

*IIT ENGINEERS CO-OPERATIVE*

*GROUP HOUSING SOCIETY, Dwarka*

*WORLD SQUARE MALL, Ghaziabad*

*iTHUM OFFICE COMPLEX, Noida*

*WORLD SQUARE HOTEL, Ghaziabad*

*MULTIPLEX, Ghaziabad*





The future of IT parks !

### Noida

*One of NCR's most successful business destination - i-Thum has created multiple success stories through its facilitation of businesses both in terms of infrastructure and inspirations.*



### Ghaziabad

*A pioneering development in Ghaziabad, The World Square Mall is the destination that the entire city flocks to everyday of every week. And that isn't just for its convenient location but also for the constant and exciting events calendar.*





WORLD  
SQUARE  
HOTEL

### Ghaziabad

*A favourite of business travelers in the region, The World Square Hotel is known through North India for its warm interiors and exceptional service.*



### MULTIPLEX

### Ghaziabad

*Fun Cinemas-  
1000 seater*



## ALPHATHUM SITE OFFICE

Noida

*An iconic address needs an Iconic beacon. The site office for Alphathum is a beckoning design that is a culmination of innovative thinking and futuristic technology.*



## BHUTANI INFRA CORPORATE OFFICE

Preet Vihar, Delhi

*The upcoming Bhutani Infra office in Preet Vihar is testimony to the group's vision and dedication to innovation which is its fundamental value and guiding principle.*

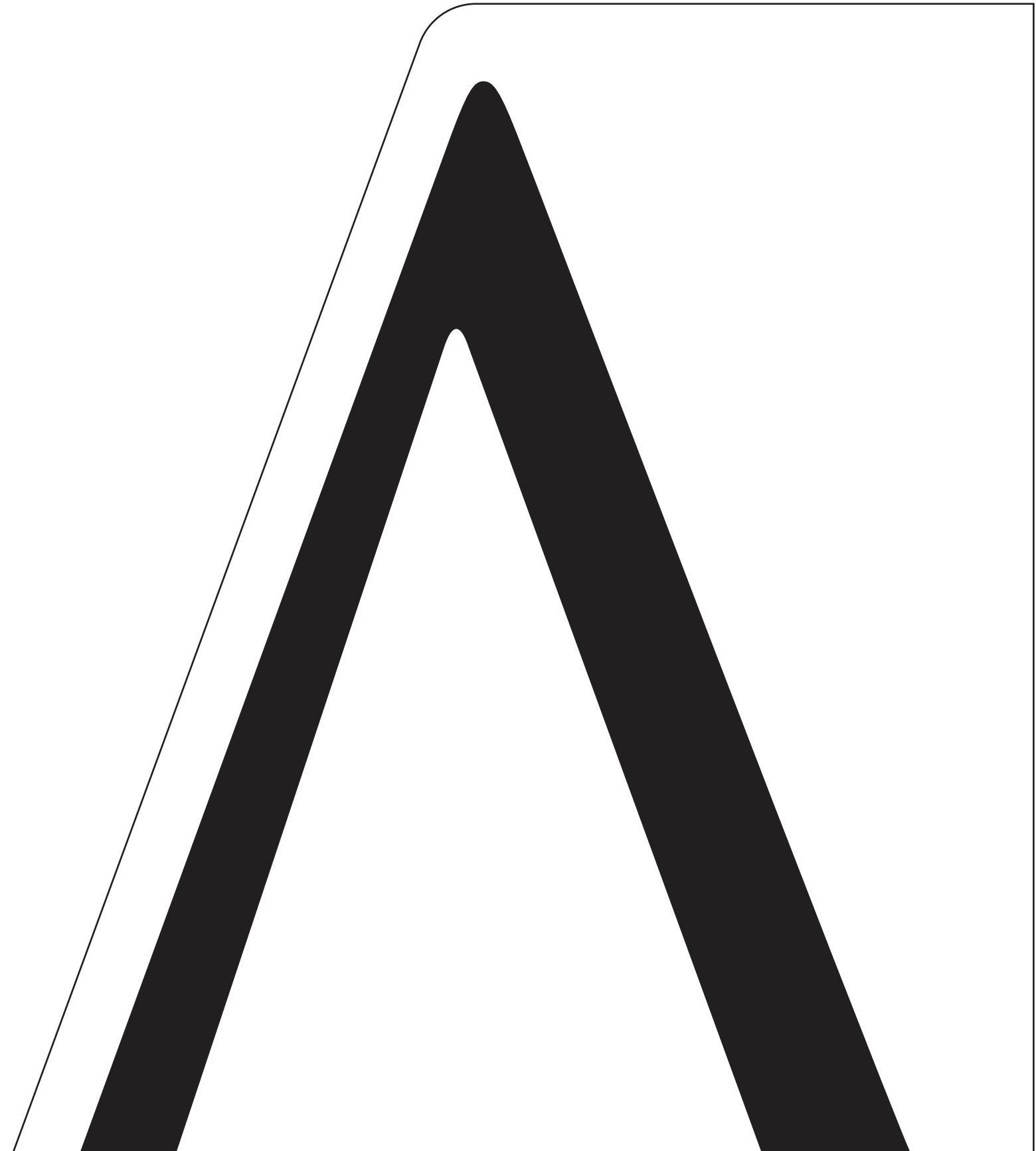


Site Layout Plan



Legend

- 1 Entry/Exit
- 2 Driveway
- 3 Round-about
- 4 Drop-off
- 5 Parking
- 6 Signage Wall
- 7 Water Body with Planter
- 8 Gravels with Loose Planter
- 9 Gazebo
- 10 Alt. Planting with Feature Column
- 11 Pathway
- 12 Waterbody
- 13 Pergola with Bench
- 14 Paved Deck
- 15 Landscape Lawn
- 16 Senior Citizen Lawn
- 17 Kids Lawn
- 18 Yoga & Meditation Lawn
- 19 Half Basket Ball Court
- 20 Tennis Court
- 21 Amphitheatre
- 22 Waterbody with Floating Wooden Deck
- 23 Mound with Plantation
- 24 Planter
- 25 Tensile Feature
- 26 Plaza
- 27 Bench with Planter



# FACT SHEET



## SPACE

### Masterplanning

|                           |   |  |
|---------------------------|---|--|
| • Areas                   | The complex is spread over 25 acres with 21 lac sqft of work space areas  | Built to hold 20000 people                               |
| • Site massing and layout | 12 distinct building blocks provide integrated live-work-play functions   | A prestigious 100 m high tower                           |
| • Circulation             | Well planned access at all levels, channels through building cores and integrally Connected for quick and efficient movements | Total 55 no. Lifts, with speed of fastest ones at 2.5m/s |

### Indoor & common areas

|                      |   |                               |
|----------------------|---|-------------------------------|
| • Parking            | Total 3000 cars parking, of which 500 are at surface level. Parking spread over 25 acres In 2 basements, with higher height for future additional parking | Extendable upto 4200 nos.     |
| • Pedestrian network | Pedestrian focused circulation design ensuring uninterrupted flow   | Dedicated 1.1 kms of walkways |
| • Atriums            | Grand experience by atrium framed entry for all large buildings   | Unique bio-atriums            |
| • Breakout areas     | Richly interspersed balconies, verandahs, terraces & sky courts, add diversity and provide a sense of relief from cold modern indoors                     |                               |

### Outdoors

|                      |  |   |
|----------------------|--|---|
| • Landscape          | A world class environment created out of a blend of the agrarian, to impart a unique place of character to the entire complex          | Green area of 35% equivalent to 7 acres                             |
| • Congregation areas | To promote outdoor activity and gatherings, designated areas for events and performances add to a vivid user experience of the complex | Multiple spill-outs, plazas, lawns and courts can host >1500 people |
| • Shopping           | Linear unbroken building lines give direct access to retail and institutional spaces   | Great place for street shopping                                     |
| • Cultural           | A magnet for people is a natural hub for art displays and performances   | Infuse high cultural quotient                                       |

## STRUCTURE

### Shell

|                       |   |  |
|-----------------------|---|--|
| • Systems             | A hybrid system of foundations consisting rafts provides a robust And built-to-last base for the entire system  | Designed for zone iv Earthquake detailing  |
| • Structural elements | large spans, optimised structural grid & framed structural system. On site batching plant to maintain Standards of concrete production. Strict testing of materials, Steel and concrete mix supplemented By 3rd party testing to give the greatest level of quality assurance | 15000 mt of steel (equiv. To 2 eiffel Towers) and 1.6 lac cum concrete (Equiv. To 2 empire state buildings) Will be used |
| • Masonry             | Use of advanced cellular lightweight concrete blocks for walls  |  |

### Envelope

|                    |   |  |
|--------------------|---|--|
| • Façade system    | Integrated design engineering approach is the highlight where both unitized and semi unitized type systems are used based on particular building requirements   | Energy optimized and unique memorable imagery                                      |
| • Glazing          | Use of high performance glasses specified as per energy simulation analysis   |  |
| • Fascia materials | Innovative use of glass and aluminium   |  |
| • Shading          | The entire complex is oriented to minimize solar gain. Further, various measures to add shading by the use of projections, recesses and fins add a richness to the façade while creating day-lit and glare free workspaces inside | large trellised area provides semi-covered terrace functional And a visual delight |
| • Roofs            | Green in true sense of the word, the roofs are devised out of a planting system that ensures year round Vegetation, while also providing insulation and a joyful usable space   | 2.0 acre of terrace gardens  |

## SUSTAINABILITY

### Adequacy

|           |  |   |
|-----------|--|---|
| • Energy  | Energy conscious planning ensures lower requirement for lighting. While reducing operational demand, Adequacy is ensured by power backup that is provided on modular basis is provided | 30% lower demands Total 16 mw dg backup |
| • Water   | Rainwater harvesting and a triple run water cycle, ensures every drop counts   | Zero discharge complex                  |
| • Comfort | High efficiency chillers and advanced controls ensure indoor comfort. A mix of strategies- such as by use of mistifiers provide comfortable outdoors & common areas                    |   |

### Access & controls

|            |  |                             |
|------------|--|-----------------------------|
| • Physical | Carefully planned to secure, survey, impede and detect unwanted intrusions |                             |
| • Wired    | Integrated solution for all voice, data and internet requirements          |                             |
| • Safety   | Highest standards of provision for fire detection and safety               | 6.6 lac litre of fire tanks |

### Appropriateness

|                           |   |  |
|---------------------------|---|--|
| • Armature                | A unique and cutting edge solution to enhance the utilization of outdoor urban spaces   | Shades, cools, lights & connects                     |
| • Renewable               | Harnessing the power of sun   |  |
| • Responsible development | Based on principles that promote consumption in a manner that stays aware, minimises waste, and Promotes recycling. An environmentally responsible and ecologically conscious way of building | Local material and flyash used Promote flora & fauna |

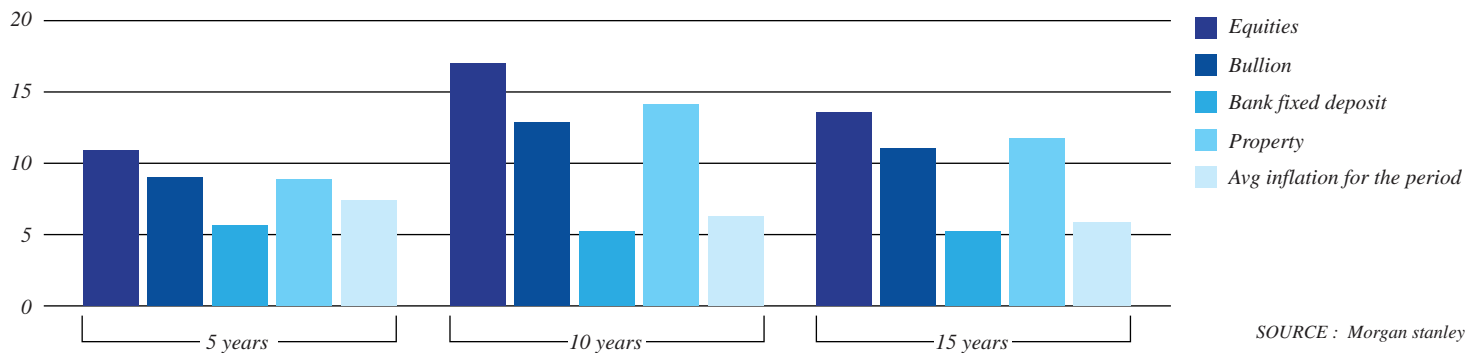
# VARIOUS ASSET CLASS



|                           | <i>Equities</i>                          | <i>Bullion</i>   | <i>Fixed Deposit</i>             | <i>Property</i>                       |
|---------------------------|--|--|----------------------------------|---------------------------------------|
| <b>Risk Factor</b>        | <i>High</i>                              | <i>High</i>  | <i>Low</i>                       | <i>Medium</i>                         |
| <b>Mortgage</b>           | <i>Yes</i>                               | <i>Yes</i>   | <i>Yes</i>                       | <i>Yes</i>                            |
| <b>Mortgage Hair Cutt</b> | <i>50%</i>                               | <i>75%</i>   | <i>80%</i>                       | <i>80%</i>                            |
| <b>Holding</b>            | <i>Electronic</i>                        | <i>Physical</i>  | <i>Physical</i>                  | <i>Physical</i>                       |
| <b>Holding Cost</b>       | <i>INR 1000/year<br/>Amc</i>             | <i>Storing<br/>Physical Gold is<br/>costly proposition</i> | <i>Nil</i>                       | <i>Nil</i>                            |
| <b>Regular Income</b>     | <i>Income only post<br/>sale Proceed</i> | <i>Income only post<br/>sale Proceed</i>                   | <i>Monthly/<br/>Qrtly/Yearly</i> | <i>Monthly Income<br/>Via Rentals</i> |
| <b>Unlocking</b>          | <i>Highly Liquid</i>                     | <i>Highly Liquid</i>                                       | <i>Highly Liquid</i>             | <i>Not Liquid</i>                     |

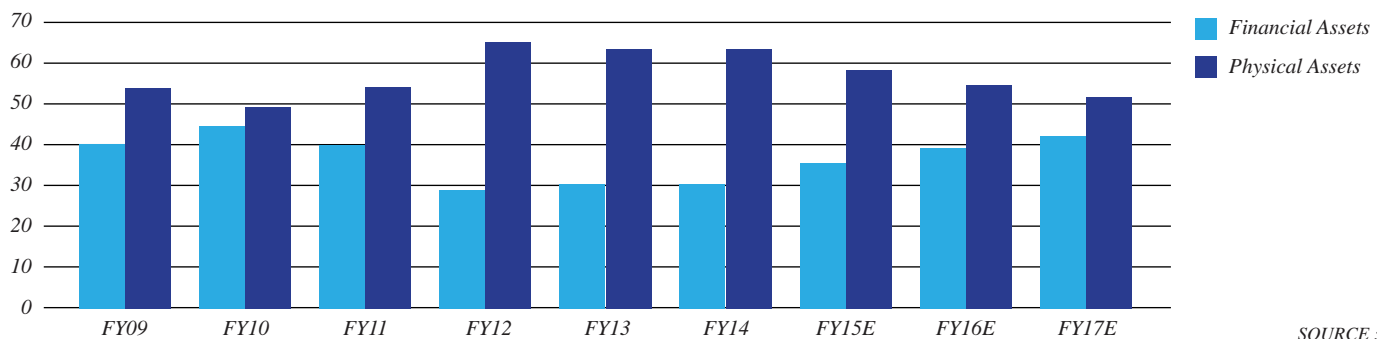
SOURCE : MoneyRizing

*Average CAGR of various assets class*



SOURCE : Morgan stanley

*Financial Assets & Physical Assets as Percentage of Household Savings*



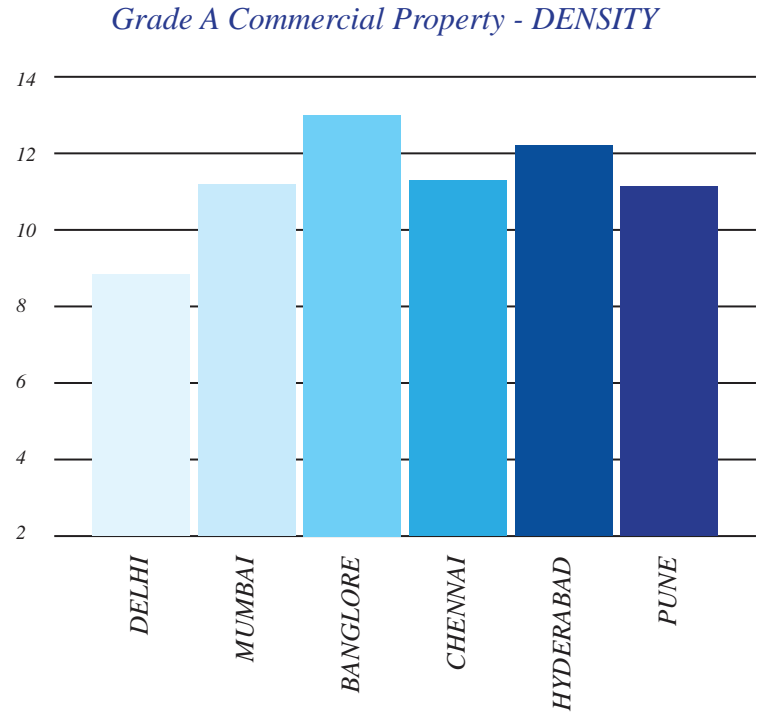
SOURCE : IIFL



# WHY INVEST IN INDIAN REAL ESTATE?



|  |  |
|--|--|
| <p>✓</p> <p>The Size of Indian Real Estate Market is estimated at USD 15 Billion and is currently growing at rate of about 30% annually.</p>   | <p>✓</p> <p>The second Largest employing sector including construction and facility management.</p>                                  |
| <p>✓</p> <p>Strong &amp; Improved economic growth, proactive policy initiatives like relaxation of FDI in construction &amp; availability of finance driven demand for Real Estate across all India.</p> | <p>✓</p> <p>There has been a rising demand for quality infrastructure across various segments of Real Estate sector Pan – INDIA.</p> |

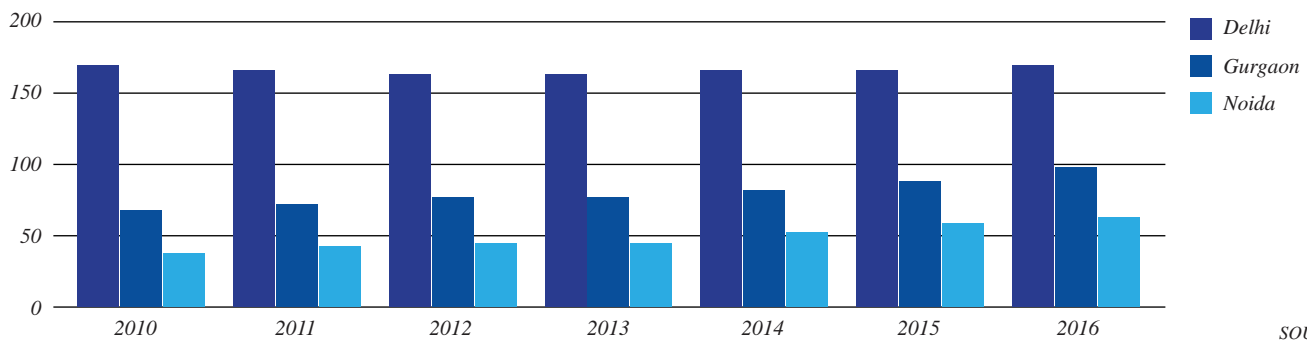


| Commercial   | Residential   |
|--|---|
| <i>Longer Lease Period – 3 Years to 20 Years</i>   | <i>Lease Period 11 Months</i>                         |
| <i>Maintenance of the commercial property tenant is better, as the look &amp; condition of the property is important for their Business.</i> | <i>Yearly Maintenance Landlord</i>                    |
| <i>The Return On Investment is 7%-10% Net of all cost</i>  | <i>The Return on Investment is 2% Net of all Cost</i> |
| <i>Dealing with MNC's &amp; Corporates is Process Driven Approach</i>  | <i>Dealing with Individuals</i>                       |
| <i>Timely Rent Disbursement</i>  | <i>Not So Timely Disbursement</i>                     |

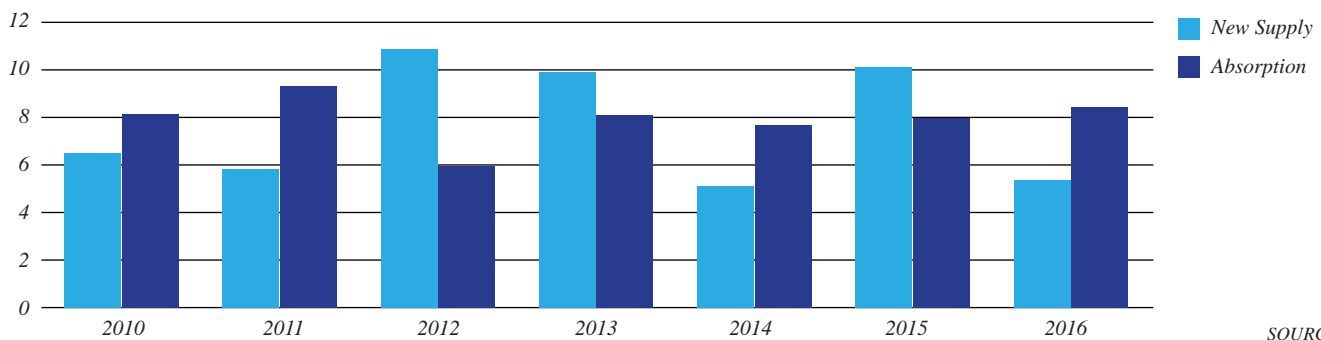
# DELHI NCR



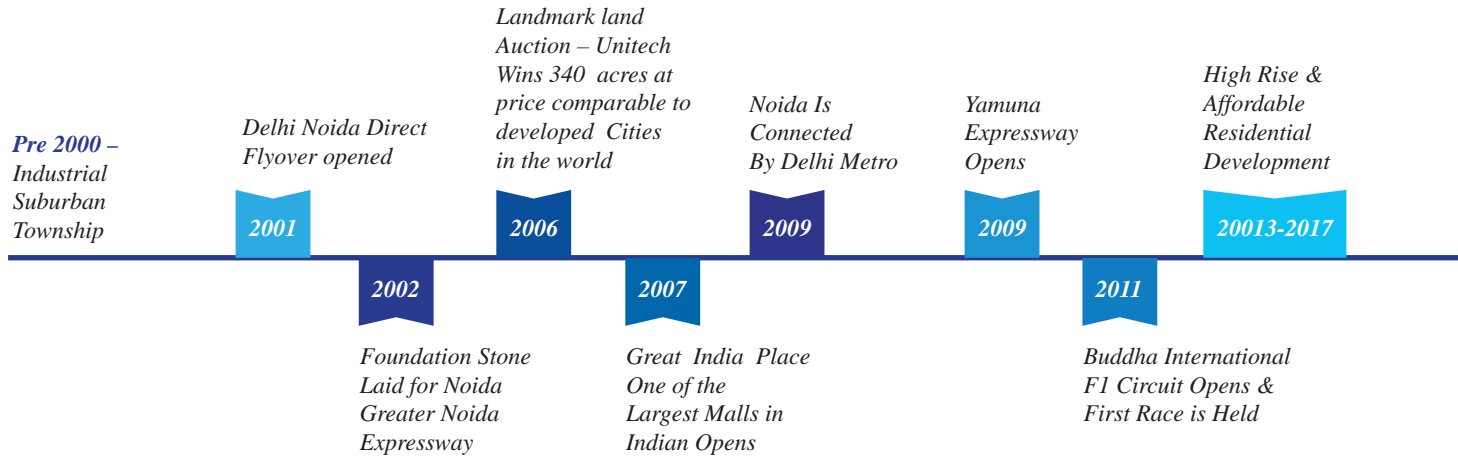
## Rental Parity



## Supply & Absorption



# NOIDA MILESTONE



## NOIDA MARKET COMPARISON

| <b>PROJECT</b>        | <b>DEVELOPER</b>  | <b>LOCALITY</b>   | <b>SIZE</b>     | <b>CURRENT RENTALS PER SQ. FT.</b> |
|-----------------------|-------------------|-------------------|-----------------|------------------------------------|
| <b>ABC</b>            | <b>ASSOTECH</b>   | <b>Sector 135</b> | <b>14ACR</b>    | <b>57</b>                          |
| <b>ADVANT</b>         |                   | <b>Sector 142</b> | <b>7 ACR</b>    | <b>65</b>                          |
| <b>I PARK</b>         |                   | <b>Sector 135</b> | <b>1 ACR</b>    | <b>55</b>                          |
| <b>MATRIX</b>         | <b>URBTECH</b>    | <b>Sector 132</b> | <b>1 ACR</b>    | <b>60</b>                          |
| <b>GY SQUARE</b>      | <b>RELIGARE</b>   | <b>Sector 125</b> | <b>2 ACR</b>    | <b>65</b>                          |
| <b>WINSOR PARK</b>    | <b>ASSOTECH</b>   | <b>Sector 125</b> | <b>1 ACR</b>    | <b>65</b>                          |
| <b>TRADEX</b>         | <b>BRAND</b>      | <b>Sector 125</b> | <b>2200 MTR</b> | <b>65</b>                          |
| <b>ECO TOWER</b>      | <b>RE-CAPITAL</b> | <b>Sector 125</b> | <b>2200 MTR</b> | <b>65</b>                          |
| <b>TECHNO PARK</b>    | <b>LOGIX</b>      | <b>Sector 127</b> | <b>10 ACR</b>   | <b>70</b>                          |
| <b>TECH BOULEVARD</b> | <b>3’C</b>        | <b>Sector 127</b> | <b>10 ACR</b>   | <b>75</b>                          |