



# CLOUD

CO - WORKS

RETURNS, PROFITS AND GROWTH - IT HAPPENS HERE





**BHUTANI**  
INFRA

  
**CLOUD**  
CO - WORKS

— AT —

  
**ALPHATHUM**  
SECTOR 90, NOIDA



## THIS IS WHERE IDEAS START-UP

Delhi-NCR, with its sub-cities of Gurugram, Noida, Ghaziabad, Faridabad and others, is the fastest growing co-working market in India, essentially on account of its large population of freelancers and MSMEs that are located in the region

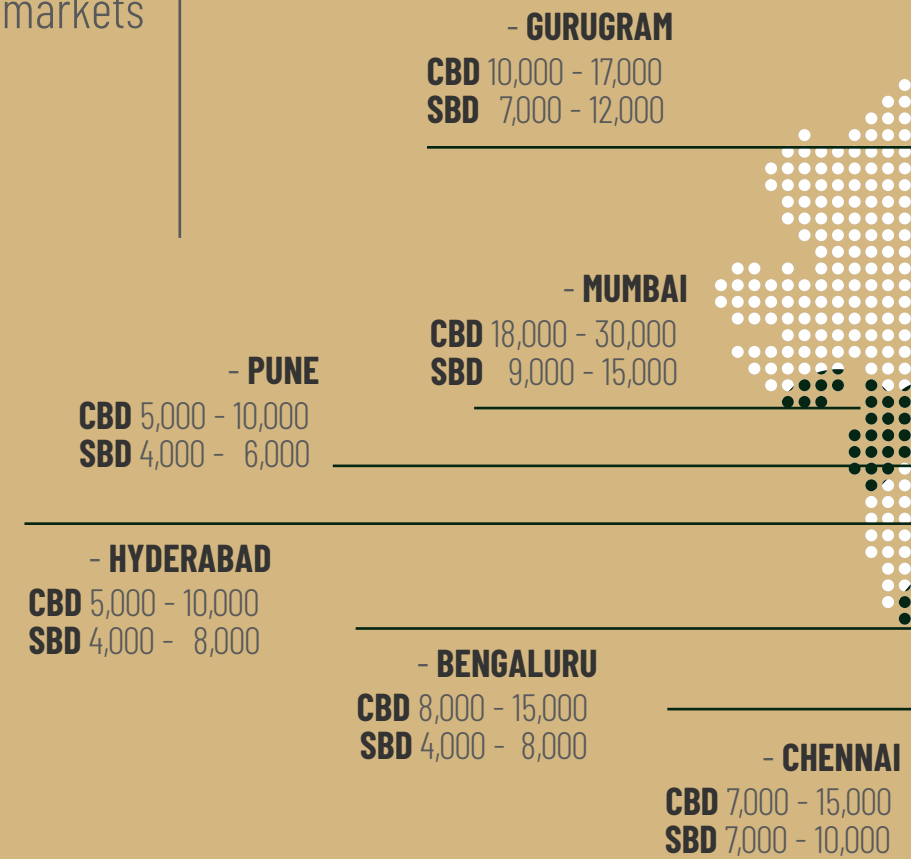
ADITYA VARMA  
CO-FOUNDER  
THE OFFICE PASS



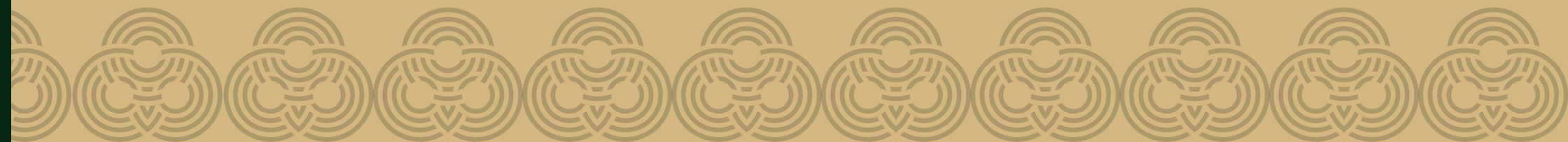
**India is at the cusp of a co-working revolution...** ...the highest co-working transaction activity was witnessed in Bengaluru, NCR and Hyderabad markets

- KNIGHT FRANK

CO-WORKING:  
THE OFFICE OF THE FUTURE?



- CITY LEVEL CO-WORKING COSTS  
COSTS IN INR PER DESK PER MONTH  
KNIGHT FRANK RESEARCH



## WHY DO MILLENNIALS MATTER

The sharing economy is central to the economic future of the millennial workforce.

Also an important factor to note here is that India is the youngest start-up nation in the world, where 72% of the founders are less than 35 years.

The future of the workplace is changing. The way we work is evolving to meet the new demands of a marketplace driven by advancing technology, and where agile businesses are disrupting the status quo. And this change is largely due to the way millennials approach work.

Millennials matter because they are not only different from those that have gone before, they are also more numerous than any since the soon-to-retire Baby Boomer generation. Millennials already form 25% of the workforce in the US and account for over half of the population in India. By 2020, millennials will form 50% of the global workforce

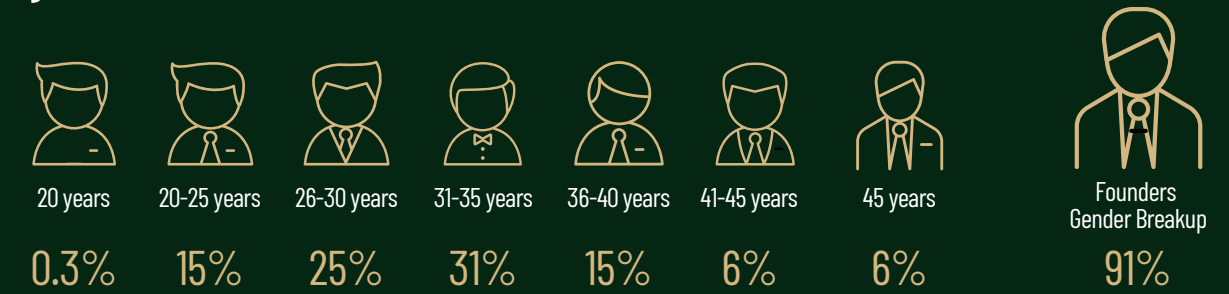


## DEMOGRAPHY FOR START-UP FOUNDERS

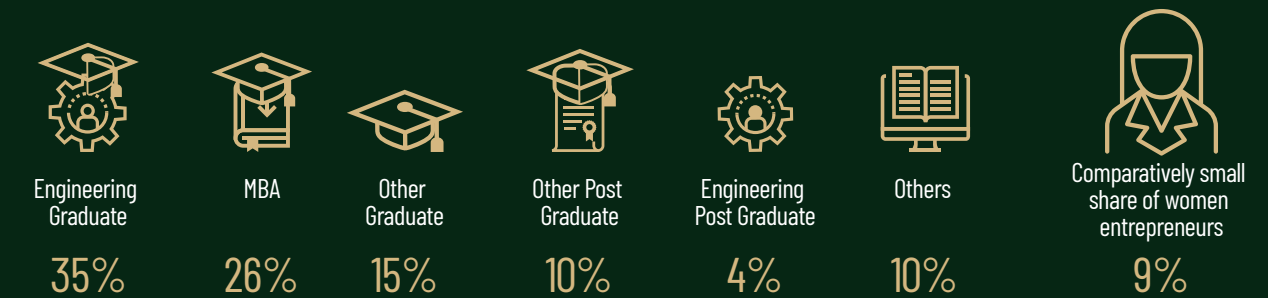
The Cloud Co-working spaces are fully tech enabled and can handle the demands of upgrades for decades. The entire concept has been designed from scratch to be modular making even the most fundamental of infrastructural and design changes a routine and simple task. It has been made with a vision for visionaries.

- Fully finished modular spaces that allow for expansion of tech
- Capacitisation capabilities for different industry requirements
- Can handle the cutting edge of tech business
- Continuously updated
- Full security measures in places

### Age



### Education



# THE BOOM OF CO-WORKING SPACES

Over the last few years, the concept of "co-working spaces" has seen a paradigm shift in India. What was once seen relevant to independent workers, has now transformed into a viable option for all kinds of new businesses. The growth of the start-up culture in the country has also driven the need for affordable, yet fully functional office-spaces.



POTENTIAL MARKET SIZE FOR COWORKING ACROSS INDIA

15.5 mn

1.54 mn  
Freelancers

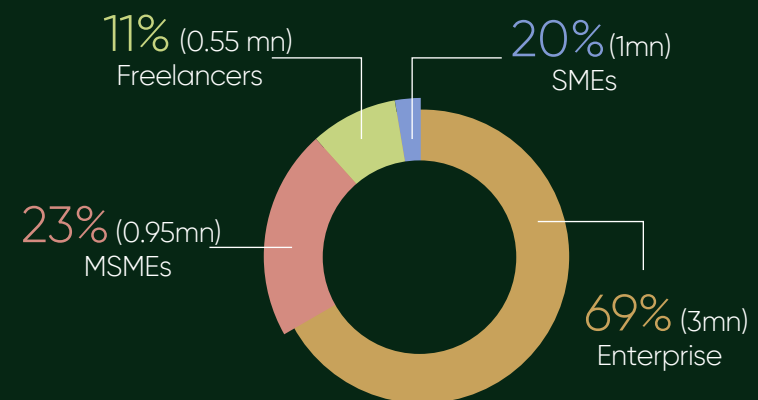
0.1 mn  
Startups

1.54 mn  
SMEs

10.3 mn  
Enterprise

- Source JLL Research

## TOTAL ADDRESSABLE MARKET SIZE ACROSS 6 MAJOR CITIES



Source: JLL research

### Digital Drive

Harness digitization and rich data to enhance people and enterprise performance

### Operational Excellence

Optimize enterprise resources and service delivery to increase productivity, mitigate risks

### Continuous Innovation

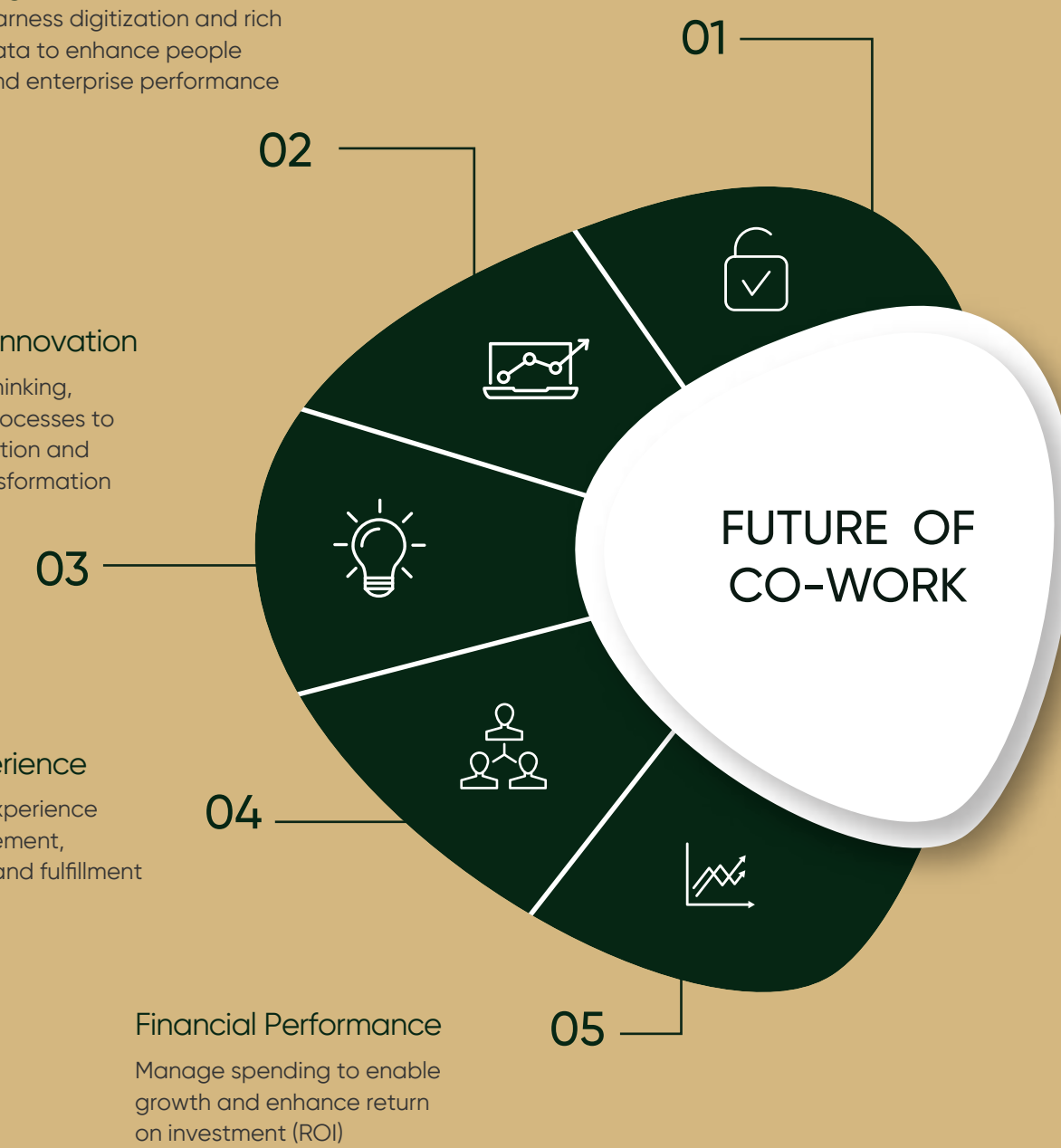
Combine new thinking, solutions and processes to drive value creation and accelerate transformation

### Human Experience

Enhance user experience through engagement, empowerment and fulfillment

### Financial Performance

Manage spending to enable growth and enhance return on investment (ROI)



- Source JLL Research



## ENTER A DOMAIN OF INFORMATION EXCHANGE

The landscape of information and technology is changing faster than ever, and it is often difficult for entrepreneurs and organisations to play catch-up. Cloud Coworks is a tech-enabled coworking space best-suited for professionals in the

- IT
- Digital marketing
- Digital products space.

With a mix of open-plan environments and shared offices, Cloud Coworks gives a brilliant platform for entrepreneurs and professionals to interact, exchange ideas and share information which can help them stay updated with the latest trends and technologies in the industry.



## SHIFT TO A WORKSPACE THAT ALSO UPSKILLS YOU

To work alongside like-minded professionals in shared spaces means you are constantly exposed to newer technologies, softwares and systems, and can also brush up your own knowledge and skills. In a world where data is money, this mutually beneficial exchange of information is more relevant than ever.



Not only that, meeting experts in different domains means easier access to specialised services, greater avenues for networking and collaboration, and opening new windows of opportunity.



## THE IDEAL MIX

Here are workspaces that are designed with you in mind. With a mix of open spaces, shared offices, dedicated desks and meeting areas – get complete flexibility to choose the way you want to work.

### Your Cloud Office

Enjoy a personal cabin with world-class amenities for undisturbed working



- India's most efficient business towers
- Largest rooftop infinity pool in India
- Walkways for connectivity within the buildings
- Ultra modern building with high speed lifts
- Automated Building Management System with HVAC to bring down the energy consumption

### Your Cloud Desk

Find an exclusive and reserved seat for you with everything you need to work



### Your Cloud Virtual Office

Work from anywhere and everywhere, with an office address at Cloud Coworks



### Your Cloud Meeting Zone

An exclusive space for meetings, interviews, monthly reviews and more. Designed to be noise-proof so that confidential info remains where it should.



### Your Cloud Open Desk

If you'd like to keep things flexible, opt for an open desk and work there as and when you need



### Your Cloud Event Zone

Here's a space for when the gathering gets larger. Hold exclusive events for your teams, clients or business associates.













## EVERYTHING YOU NEED TO TAKE IT TO THE NEXT LEVEL

Walk into a workspace that is equipped with everything you need to get started - right from furniture to the services you need. Get a dedicated support team to ensure that everything is smooth and running. Here's an overview of all the services you'll be getting.

### Essential Services

-  24/ 7 Access
-  Power Backup
-  Front Desk &  
Housekeeping Services




### IT Services

-  Attendance Tracking
-  High Speed Internet
-  Video Conferencing

### Security

-  CCTV
-  Lockers



### Lifestyle

-  Cafe
-  Breakout Areas
-  Open Terrace Seating

### Convenience

-  Dedicated Parking
-  Metro Connectivity

### Admin Services

-  Mail and Courier handling
-  Business Class Printers

## SHIFT TO THE ADDRESS FOR LEADERS

Located at one of the leading commercial developments in Noida Expressway, Cloud Coworks is not just a coworking space, but an ecosystem that also provides you great lifestyle choices for striking the balance between your work and life.

Housing one of the largest infinity pools in India, Alphathum is one of the most efficient business towers in India, and lays the ground for tech-oriented and smart office spaces.

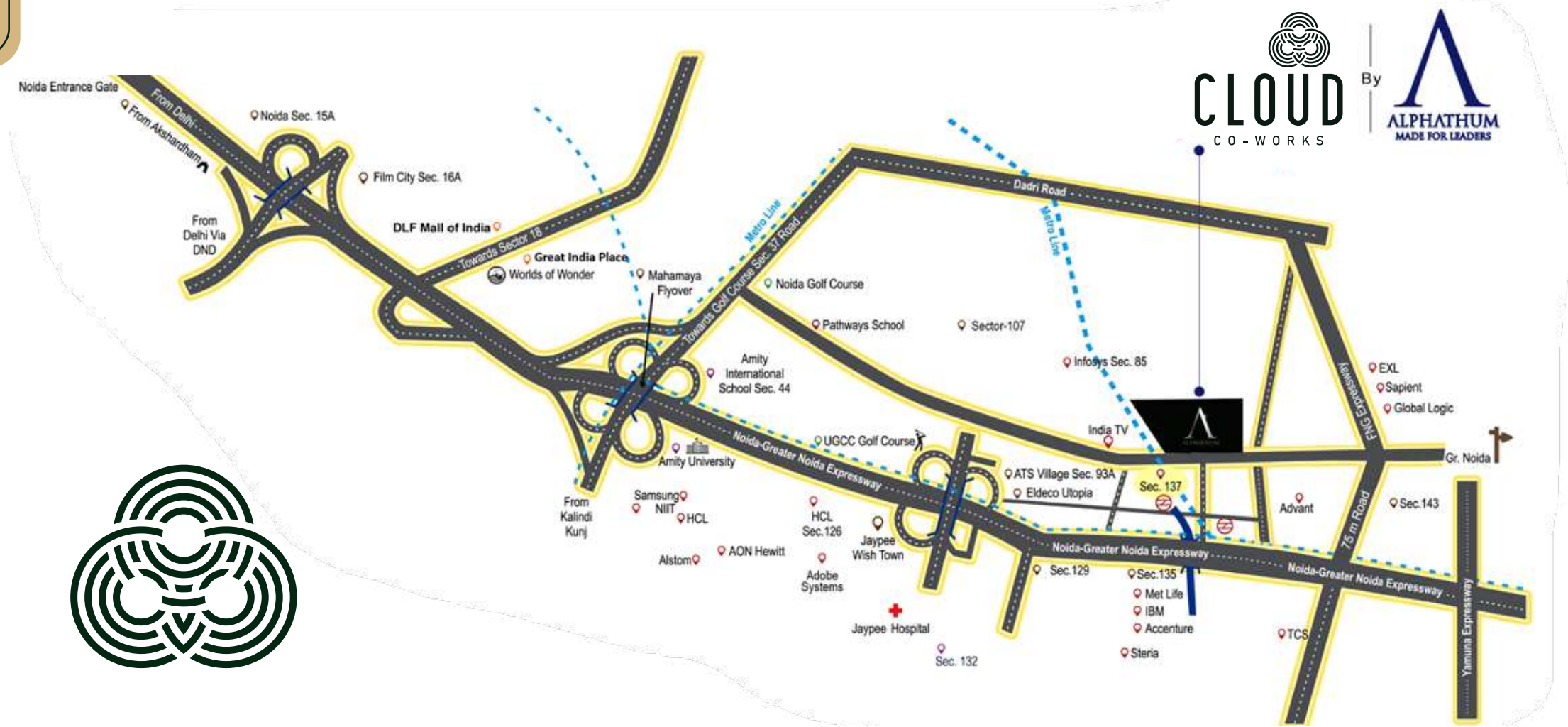
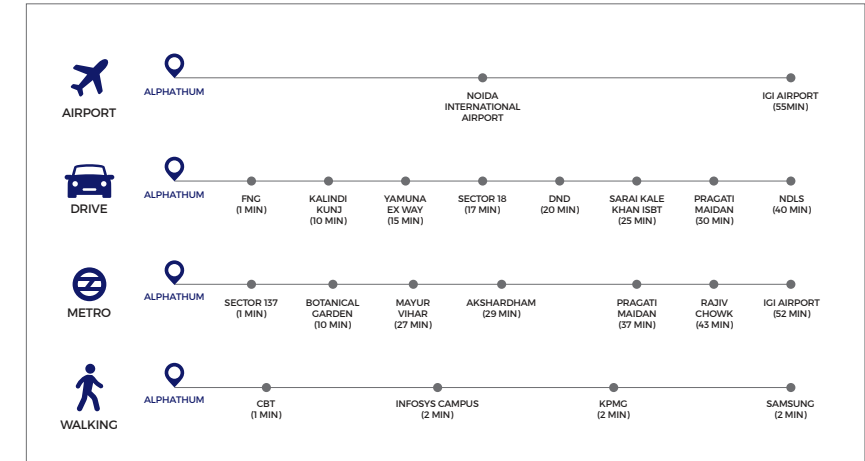
- India's most efficient business towers
- Largest rooftop infinity pool in India
- Equipped with sky gardens and especially designed for breakout areas
- Climatically responsive architecture
- Ultra modern building with high speed lifts
- Walkways within the building and an excellent inter-building connectivity matrix
- Automated Building Management System with HVAC to bring down the energy consumption
- Automated car park system



# LOCATED AT THE CENTER OF GROWTH

Located just off the Noida Expressway in Sector 90, Alphathum is at the center of development in Noida, making it the best place to be at right now for plenty of reasons.

Noida International Greenfield Airport is to change the business landscape with the announcement of the initiation of the project with the laying of the foundation stone by Hon'ble PM Narendra Modi, the region is expected to see an unprecedented boost. Chief Minister Yogi Adityanath has stated that Noida International Airport will bring in investment up to Rs 35,000 crore in Uttar Pradesh and the greenfield project will have numerous job opportunities.



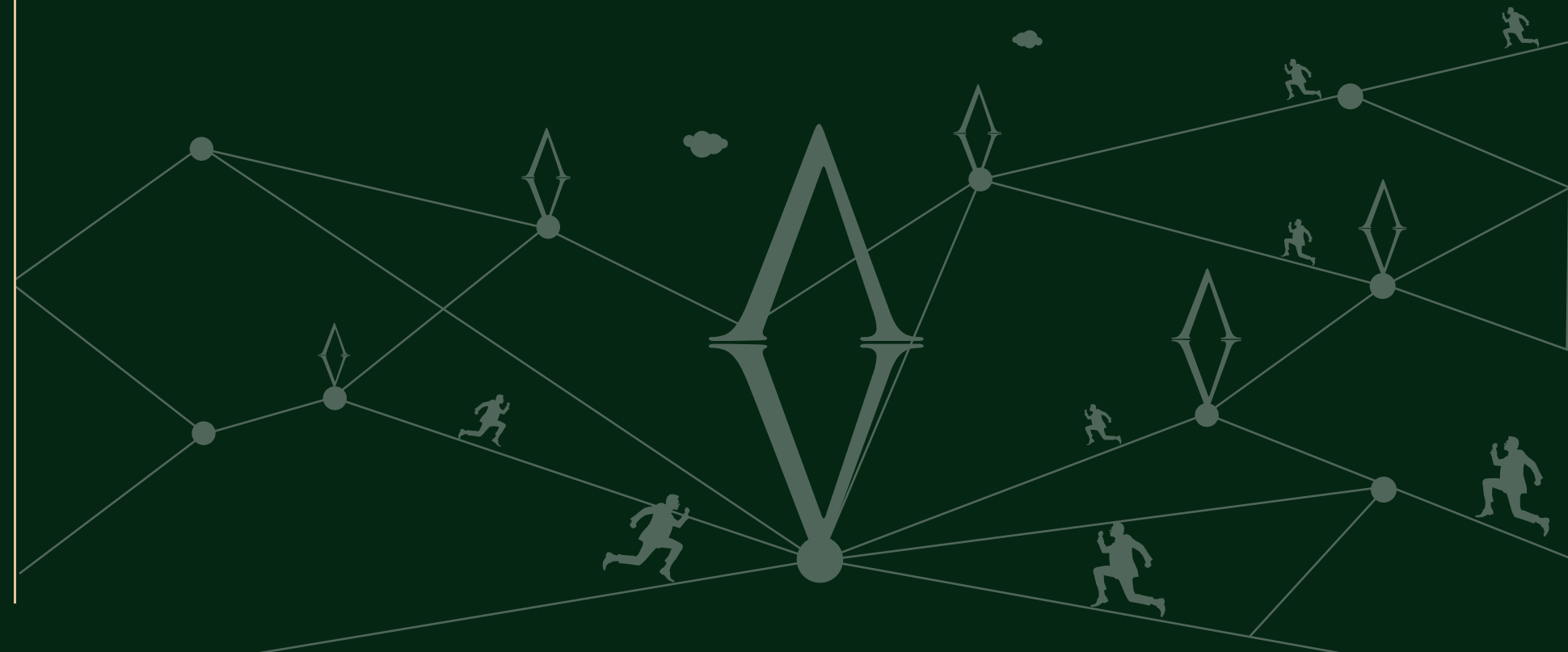
## DMIC CORRIDOR BEING DEVELOPED

The major trunk infrastructure works for the Delhi-Mumbai Industrial Corridor (DMIC) have already been completed, as announced by the commerce and industry ministry.

Under DMIC, four greenfield industrial smart cities or nodes are being developed in four states, including Uttar Pradesh. These cities will offer quality, sustainable, reliable as well as resilient infrastructure with 'plug n play' ICT-enabled utilities in order to facilitate the manufacturing investments into the country.

- A new infotainment city to be set up in Noida
- 20 acres earmarked for the region's First Data Centre
- The survey started for Delhi-Noida-Varanasi Train Corridor
- Key DND route from Rajnigandha Chowk to Noida Stadium to go signal free

- A Center of Excellence to be set up in Noida to create an ecosystem for designing & creating a hub for power banks and Indian mobile handsets.
- Metro from Greater Noida to Botanical Garden to begin by 2023
- Noida International Airport to be carbon neutral and India's Greenest Airport
- Noida to become a zero-discharge city
- A shooting range and indoor stadium to be ready soon



Noida Data Centre



Delhi-Noida-Varanasi Train Corridor



Metro Line



Noida International Greenfield Airport



Indoor Shooting stadium

## PRICELIST & PAYMENT PLAN

Cloud Coworks

₹11 Lakh

## OTHER CHARGES

Lease Rent, IFMS, EEC, FFC

₹ 70,000

Premium Floor PLC

₹ 50,000

## PAYMENT PLAN - 50:50

### MILESTONE

At the Time of Booking

Within 3 Months From Booking

### PAYABLE

50% of total consideration

50% of total consideration

## SITE LAYOUT

  
**CLOUD**  
CO-WORKS  
TOWER - C, 20<sup>TH</sup> FLOOR



## WHY BHUTANI?

Backed by a decade's worth of experience and an abundance of expertise, the Bhutani Group has pioneered conceptualization and execution of upscale real estate projects in the retail, commercial segments which includes the most advanced IT office spaces. In addition to the already wide array of traditional services it offers, it also sees projects through each stage right from site acquisition, designing and development to construction, marketing and sales.

In a very short span of time the Group has left strong footprints in the entire spectrum of real estate development, creating and managing several projects across Delhi NCR and has done so by assuring its clients and business partners a sense of utmost quality, timely deliveries and reliability.

## WHAT IS THE PROJECT- MIX OF ALPHATHUM?

- Total land area : 25 Acres
- IT offices in Sq.Ft : 1.25 million sq. ft.

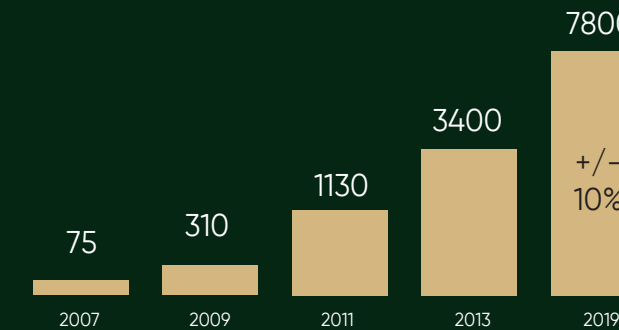


## WHAT IS CO-WORK?

Co-working is an arrangement in which workers of different companies share an office space, allowing cost savings and convenience through the use of common infrastructure, such as equipment, utilities, and receptionist and custodial services, and in some cases [1] refreshments and parcel acceptance services. It is attractive to independent contractors, independent scientists, telecommuting and work-at-home professionals, and people who travel frequently. Additionally, co-working helps workers avoid the feeling of isolation they may experience while telecommuting, traveling, or working at home alone.

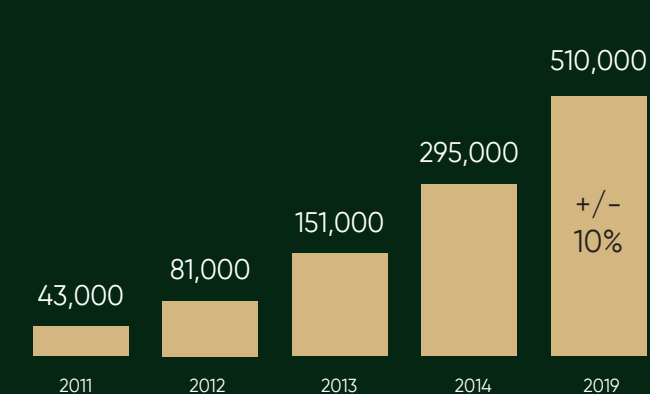
### Number of Co-working spaces worldwide

As of October every second year



### Number of Co-working members worldwide

As of October each year



## WHY CO-WORKING SPACE OVER OFFICES?

A co-working space provides business owners with an easy, cost-effective solution to the workspace dilemma. It's miles better than a home office and is undoubtedly more conducive to work, but it won't cost you half as much as renting or owning your own office space would.

## HISTORY OF CO-WORKING SPACE

Co-Working was first conceptualized by Sunshine Suites. The company opened its doors in October 2001, founded by Cheni Yerushalmi and Joe Raby. Coworking, as we experience it today, was preceded by European hacker spaces of the 1990s, where programmers would exchange skills and best practices.

Co-working in Asia has become very popular as space is limited in regions like China, Hong Kong, India, the Philippines, Saudi Arabia, Singapore, Taiwan, and Vietnam.



ARTISTIC VIEW OF ALPHATHUM TOWER - E



ENTRANCE TO RETAIL TOWER B&C



THREE HIGH RISE ICONIC TOWERS



ROOFTOP INFINITY POOL LOUNGE



VIEW OF ALPHATHUM FROM ROADSIDE

# DELIVERED PROJECTS



Offering one of the largest infinity pools in India, Alphathum lays the ground for efficient and smart office spaces.



The I-THUM is a landmark development and the future of IT Parks in Noida, Sector 62. It offers Commercial Office Spaces and also shares the campus of the Corenthum including some leading banks.



Arrive at an exclusive address. It's Noida's leading retail destination. Enter a space that's designed around your needs and enhanced by excellent hospitality services. Leave your worries at the door, this is your space where your priorities are respected.



WORLD SQUARE MALL

World Square Mall, by Bhutani Group is one of the leading malls in ghaziabad with a multiplex, banquet, and a 3 Star Hotel, as its part.



Techno Park, Tower - B is one of the commercial development, located in Noida. It offers spacious and skillfully designed office space on 4th & 5th Floor. The project is well equipped with all the amenities to facilitate the needs of the office people.



WORLD SQUARE HOTEL

World Square Hotel is a 3-star property in Ghaziabad that provides a comfortable stay and unmatched hospitality along with the easy access to the entertainment, shopping, and business hubs of the region.

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





## ON GOING PROJECTS



Part of a 26.8 Acre mixed-use development, Cyberthum is NCR's tallest commercial tower with world-class spaces, mall in the sky, and Bolt, one of India's biggest gaming and entertainment centers.



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.



Bhutani 18 is a part of a meticulously planned integrated township sprawling over 1.52 Arce ha. It brings together everything that forms a part of a great community, from residences to offices, retail, sports, entertainment, education and healthcare.

# DESIGN



Site Office: Plot No. 1, Sector 90, Noida

Corporate Office: Plot No 3 & 4, 2nd Floor, A-Block Market, Savitri Bhawan, Preet Vihar, Delhi-92

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