



INTRODUCING

ICONIC

Sector-71, Gurgaon

Redefining Commercial Skyline of Gurgaon

What expert says about Gurgaon and Commercial Development

India Brand Equity Foundation / Ernst & Young PvtLtd.: Commercial market expected to grow at a Compound Annual Growth Rate (CAGR) of 20 per cent to 22 per cent over the next five years.

AT Kearney: India is considered the most interesting retail target market

Jones Lang LaSalle: Areas such as MG road (with its new Metro connectivity) and Sohna Road will remain hot destinations

Deutsche Bank Research: Institutional retail will gain in India, China has already reached high level



International Trends and Preference

- Business's should have guest houses close to offices to avoid the uncertainty, inconveniences and time wastage in traffic.
- Guest houses close to office are managed in more efficient ways. No commutation arrangements required.
- Guests staying for 2 or more days definitely go for shopping to buy something for friends, family, and coworkers as well as themselves.
- Several MNCs are looking at India as an ideal location to expand their global footprint.



A Successful Project is a of Fruition of....

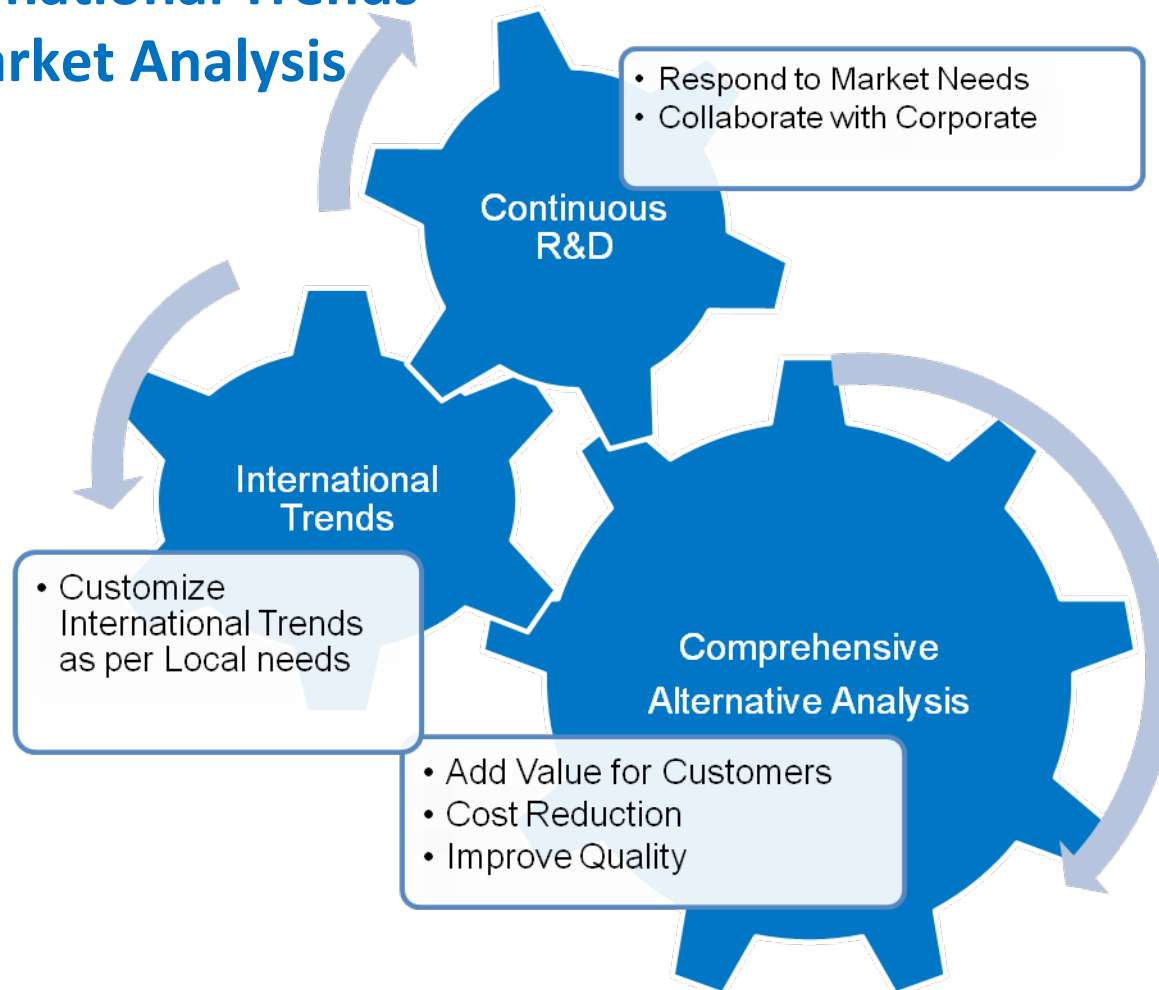
- Understanding International Trends
- Develop on the basis of study of Independent Research Agencies
- Careful survey of customer needs and future prospects
- Customization of International Trends in Indian Scenario
- Considering Best Connectivity required for the businesses to operate
- Considering A Strategic Location to Do Business
- Just a perfect location – Convenient , Accessible and with host of amenities.
- Located at a place to take your business beyond the sky. Adjacent to finest developments including exquisite Villas, Luxury Apartments & Condos.

ICONIC is a of Fruition of....

R&D

International Trends

Market Analysis



ICONIC is right mix of....

- Retail Stores, Office Spaces and Studio Apartments
- Integrated mixed use development providing a very good catchment from within and outside developments
- High Street format for ease and convenience of shopping
- Special attention has been given to design a detailed unique concept where the exterior complements the interior courtyard
- Courtyard style has been made to enhance an open-air Convenience retail
- Internal court is connected to Studio Apartments & Office Space for footfall optimization
- Designed after careful consideration of international trends and Indian needs
- Designed for mix use to offer you everything for a business

ICONIC

Sector – 71, Gurgaon

- Located on the 60 mtr. wide Sector Road with 1 acre frontage in Sector – 71
- In close proximity to the major commercial and residential development area of Gurgaon
- ICONIC, of approx. 3.5 Acres development is proposed as a mixed use of development of Retail, Service Apartment and Office space





Unmatched features of the ICONIC

- One of the best Location in Gurgaon, Easily accessible & highly visible
- IntelliArch Design approach for Intelligent, Sustainable and Future-Ready Architectural considerations
- Retail therapy to enhance business prospects
- Inputs considered from world's most prestigious research agencies
- Courtyard style to enhance an open-air Convenience retail
- Internal court connected to Studios & Office Space for max footfall
- All set to be future milestone in Gurgaon as well as NCR region

THE WORD **LOCATION**

That's the key word for any Real Estate Project , specially when it's a Commercial Development..

- Located on 60 meter main sector road which connects SPR (90 mtr. Road) at a distance of 1.5 km.
- Connected to Sohna Road at a distance of 1 km
- Located near proposed Metro Connectivity (Phase – II)
- Connected to NH8 at a distance of 4 km.
- 2 KMS from Sector-33 Road



Let's Talk About Location

What you consider in location? **Connectivity? Visibility? Accessibility? Convenience? Surroundings?**

- Just a perfect location – Convenient , Accessible with host of amenities.
- And it's located at a place where you can take your business beyond the sky because this project is adjacent to some of the finest developments including exquisite Villas, Luxury Apartments and Condos.
- Some of the neighboring areas are **Nirvana – II, Spaze Privy, Eldeco Mansions, The Vipul World** and many more.
- Integrated mixed use development garners a very good catchment from within and outside developments.

ROUTE TO ICONIC

4 km

From NH-8

1.5 km

From Southern Perihari Road

1 km

From Sohna Road

2 km

From Sec.-33 Road



PEOPLE CALL IT SHOPPING **WE CALL IT THE RETAIL THERAPY**

Our Retail Therapy begins with a choice of convenience , variety of retail options, cafeterias, departmental stores, restaurant spaces and a bunch of other amenities under one roof such as

- Health clubs
- Beauty clinics
- Boutiques
- ATM

Shops frontage facing to atrium

Excellent view of shops for visitors from centre of atrium itself

Dedicated zones for customer preference i.e. menswear, women apparels, kids zone etc.



Retail USP of the ICONIC

- International and Reputed Indian Brands on Ground Floor
- All Regional and Domestic Brands on 01st Floor
- World Class Food Court on 02nd Floor
- Proposed Leading Anchor Stores e.g. Big Bazaar, Reliance Fresh on 02nd Floor, will fulfill the daily needs of thousands of Customers residing in the Vicinity
- Indian and International Cuisines on Each floor





Excellent Master Planning with Dedicated Zones

First time in Commercial Project

- Most Unique part of the Project is that it has been designed in a proper Sections and Zones for different type of taste and age.
- Sections will include Men Wear, Women Apparels, Kids Wear, Cosmetics, Watches etc.
- All in all it is Great Shopping Experience and Time Saving as well.

ICONIC Studio's

- Walk to Work: Save fuel, save time, stay healthy, avoid traffic Jams
- Fully furnished apartment as per modern lifestyle
- Serviced Studio apartments in strategic location to attract high-paying international tourists.
- Compact Studio apartment for the corporate for traveling executives
- A kitchen, a living room and a bedroom in one unit



Add on Fixtures Specifications of Studio's

Furniture / Fixtures

- Double Bed with Mattresses & Pillow
- Sofa
- Bookshelf cum Showcase
- Designer Light fittings
- Study Table with chair
- Rocking Chair
- Complete wood work in cupboard
- Two Seater Dining Table
- Curtain & Curtain Rods
- Towel Rack in Bathroom

Lifestyle Gadgets

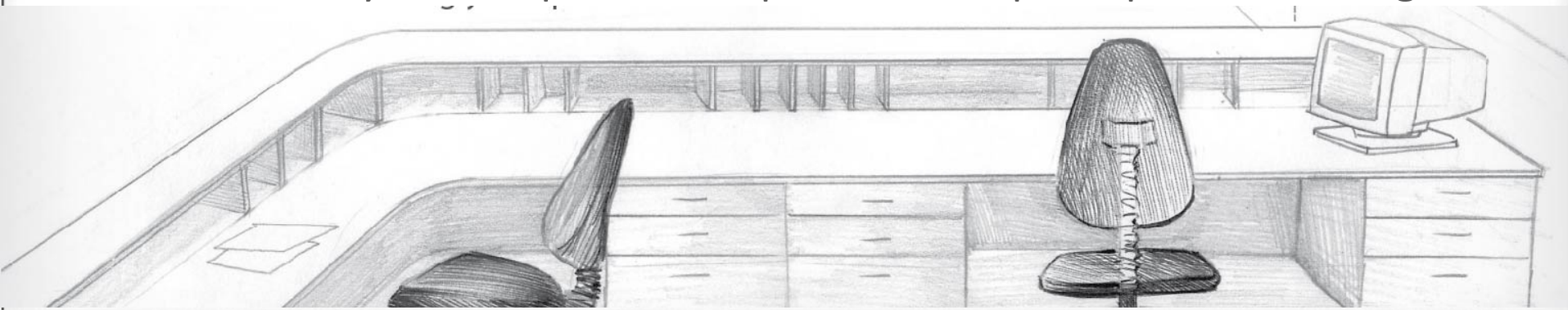
- Air Conditioner
- Fridge
- Food Processor
- LCD with Cable connection
- DVD / VCD Player
- EPABX System
- RO in Kitchen

Kitchenware

- Equipped Kitchen
- Electric Chimney
- Electric Oven
- Electric Kettle
- Gas Burner
- Juicer Mixer
- Toaster
- Crockery
- Cutlery

ICONIC Offices

- Walk to Work: Save fuel, stay healthy, avoid traffic Jams
- Well connected, Highly Visible, Easy to reach (for your employees, customers, and business guests). Close to Sohna Road, Proposed Metro Connectivity.
- Studio apartments in same location, for your guest house needs, retiring room needs etc.
- Wide size ranges to suit for every businesses
- Safe and hassle free business environment, 360 Degree integrated security, nonstop utilities / power backup, Ample Car Parking.





End of the day you need.....

Entertainment

- Exclusive Entertainment Zone on 02nd Floor
- Proposed Dedicated Areas for Kids like Funcity.
- Proposed Entertainment areas for Professionals including Bowling Alley, Golf Works etc.
- Proposed Entertainment zone for Adventure and Ultimate Experience by UNIVERSAL STUDIOS, First time in India.

Fact Sheet

Type of Project — Commercial (Retail, Office Space and Serviced Apartments)

Area — 3.5 Acres

Total Floors — G+12

Possession — September 2014

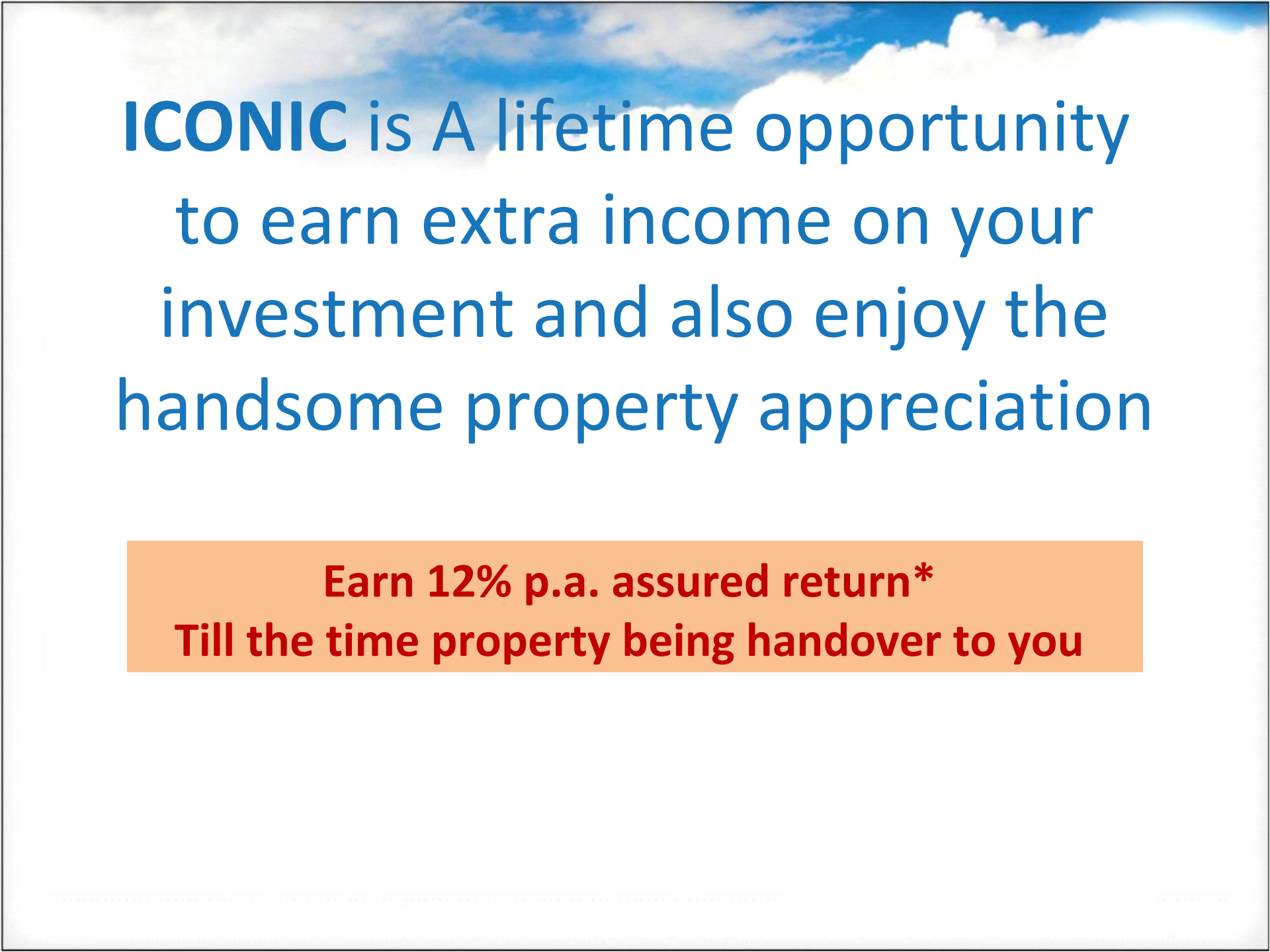
Fact Sheet Contd...

Sizes and Location of Space

	Retail		Food Court & Entertainment	Office Spaces	Serviced Appts.
Floor	GF	FF	SF	03rd to 06th	07th to 12th
Sizes in Sq. Ft.	350, 500, 700, 1000	250, 400, 600, 800	Only Lease option available	450 and multiple of same	450 and multiple of same

INNOVATIVE BEGINNING- Why ICONIC?

- ❑ **First Time Assured Return in Retail Shops in Gurgaon**
- ❑ **Lifetime opportunity to own a retail shop in Gurgaon with min. investment of Rs. 20 lacs only**
- ❑ Innovative mix of Retail, Office and Serviced Apartments
- ❑ Perfect Concept of Work-Shop-Enjoy and Live
- ❑ Most attractive and competitive Prices
- ❑ Chances of huge Capital Appreciation on Possession.
- ❑ Exclusive Entertainment Hub on 2nd Floor.
- ❑ Proposed Tie-up with Park Plaza/Ginger Hotels for Serviced Apartments
- ❑ Proposed Brand Tie up done with Reliance Fresh, UCB etc.



ICONIC is A lifetime opportunity
to earn extra income on your
investment and also enjoy the
handsome property appreciation

Earn 12% p.a. assured return*
Till the time property being handover to you

	ICONIC	NINEX CITYMART	NIRVANA COURTYARD	South City 2
Retail Ground Floor	Rs. 11,750/-	Rs. 28,000/-	Rs. 35,000/-	Rs. 30,000/-
First Floor	Rs. 9,600/-	Rs. 16,000/-	Rs. 20,000/-	Rs. 18,000/-
Offices	Rs. 6,850/-	Rs. 8,500/-	NA	NA
Studios	Rs. 8,600/-	NA	NA	NA
Minimum Size	GF- 350 sq.ft. FF 250 sq.ft. Studio 425 sq.ft. Office 450 sq.ft.			
CAM	Rs. 9/-	Rs. 9/-	Rs. 18/-	Rs. 19/-
Assured Return On Down Payment	12% pa Till Possession	NA	NA	NA
Flexi Scheme	60% Upfront & AR Starts	NA	NA	NA
Total Area	3.50 Lac	3.5 Lac	4 Lac	2.5 Lac
Minimum Investment	Shop GF- 40 lac FF- 25 lac Studio- 36 Lac Office - 27 Lac	NA	NA	NA

	ICONIC	EMEARLD PLAZA	NIRVANA COURTYARD 2	SPAZE BOULEVARD
Retail Ground Floor	Rs. 11,750/-	Rs. 18,000/-	Rs. 13,500/-	Rs. 18,000/-
First Floor	Rs. 9,600/-	Rs. 12,000/-	Rs. 11,500/-	Rs. 10,000/-
Offices	Rs. 6,850/-	NA	NA	NA
Studios	Rs. 8,600/-	NA	NA	NA
Minimum Size	GF- 350 sq.ft. FF 250 sq.ft. Studio 425 sq.ft. Office 400 sq.ft.			
CAM	Rs. 9/-	Rs. 22/-	Rs. 16/-	Rs. 16/-
Assured Return On Down Payment	12% pa Till Possession	NA	NA	NA
Flexi Scheme	60% Upfront & AR Starts	NA	NA	NA
Total Area	3.50 Lac	NA	NA	NA
Minimum Investment	Shop GF- 40 lac FF- 25 lac Studio- 36 Lac Office - 27 Lac	NA	NA	NA

CITY ASSOCIATES

www.officespacegurgaon.co

Contact us – 7011, dlf 4, Gurgaon (Hr.)

- **91-9911667700**
- **91-9811667700**
- **91-9311667700**

Thank You