

CITY
CENTER **150**



EAT SHOP PLAY

The **NEW LANDMARK** of
NOIDA RETAIL

MASSIVE

500+ FEET

(158 METRES)

FRONTAGE



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, its equally adept as a leisure hub, where you can sit in the open air and savour the urban life.

- ◆ AL-FRESCO STYLE ARCHITECTURE
- ◆ CUBISM INSPIRED DESIGN

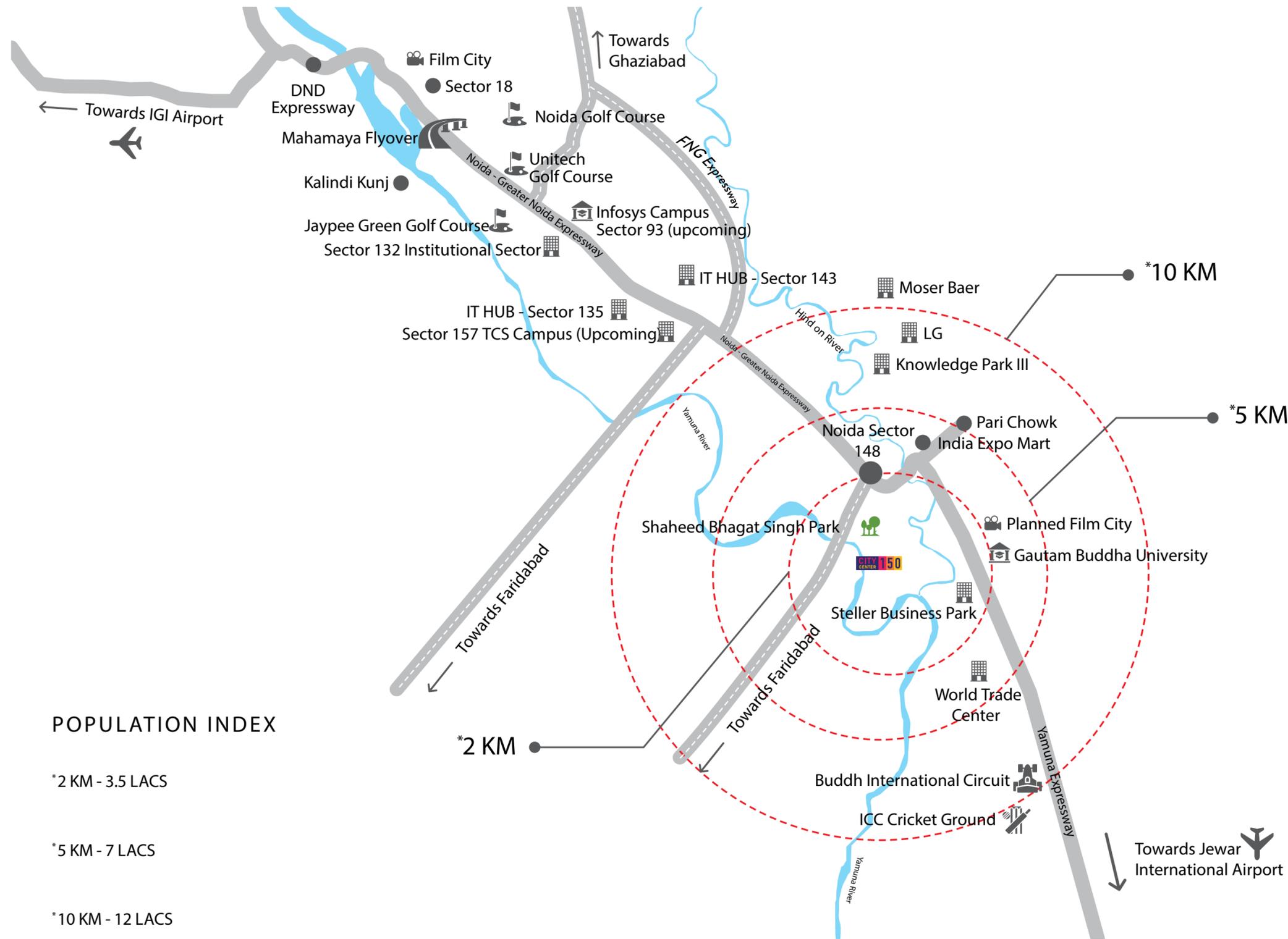


Experiential retail has a **NEW ADDRESS**

City Centre 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 a 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 surely give pause to those in a rush and give them another reason to linger over the fabulous experiences to be had here.

- ◆ 500+ FEET (158 METRES) FRONTAGE
- ◆ MODERN GLASS FAÇADE
- ◆ LOCATED ON A 30 M WIDE ROAD

Rising at the CUSP of Transformation



POPULATION INDEX

- *2 KM - 3.5 LACS
- *5 KM - 7 LACS
- *10 KM - 12 LACS

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.

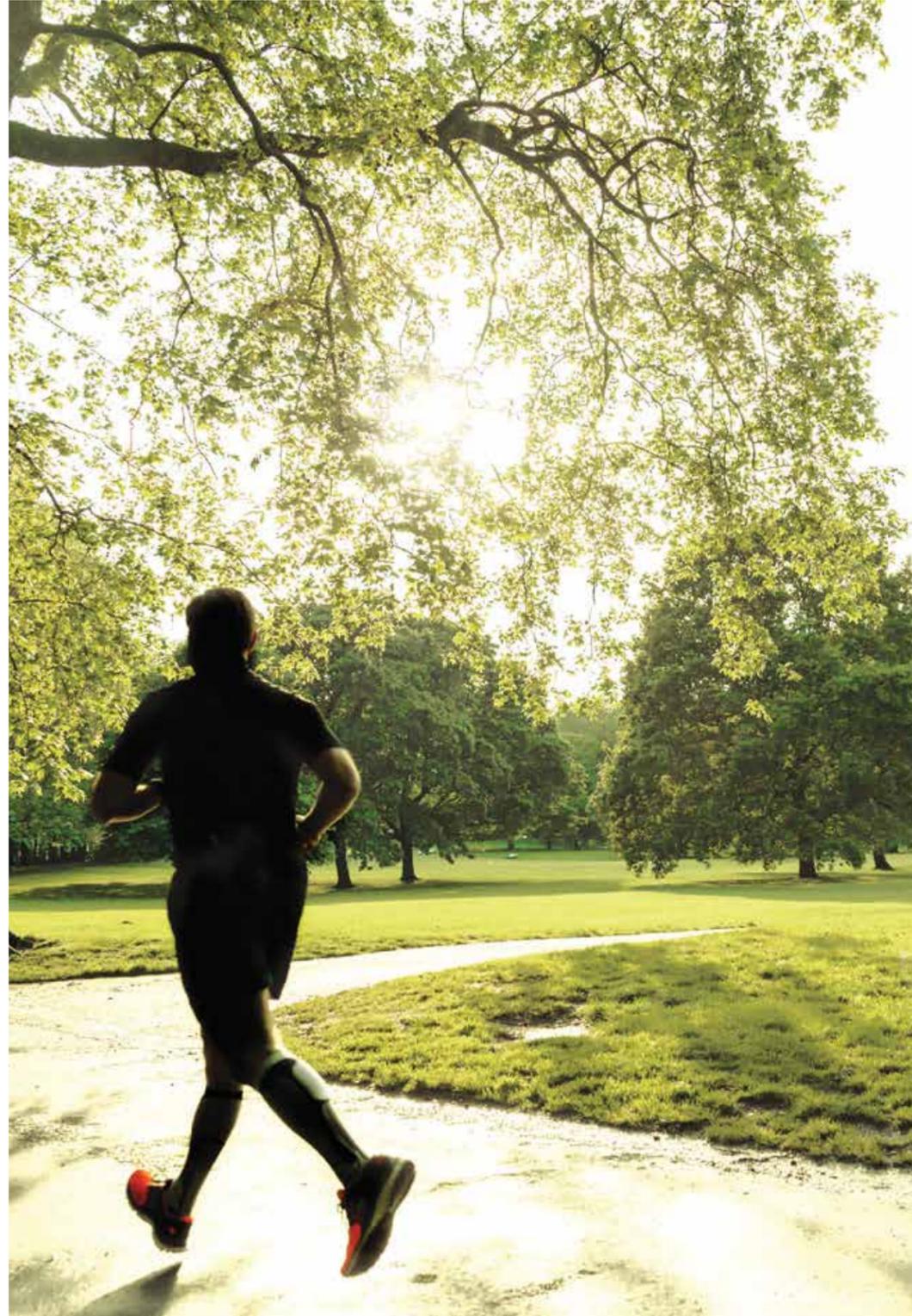
Around 80% of the sector has been earmarked for green development. The 40-acre Shaheed Bhagat Singh Park, which has an access point directly opposite City Centre 150, gives the location of the high street greater strategic importance within the overall layout of the sector. And with a host of retail, dining & entertainment options available, 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

*30 mins away from Sector 18, Noida

*15 mins drive to Film City, Greater Noida

*10 mins drive to Pari Chowk, Greater Noida



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 Greater Noida and nearby areas, and serves as a tremendous footfall driver for the project. To add to that, the lush green park elevates the extravagant atmosphere of pubs and restaurants on the top floor, as you can enjoy a magnificent view while having the perfect meal. Not only does it bring to the charm of the whole sector, it 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

PANORAMIC FRONTAGE TO CATCH THE WORLD'S EYE





ARTISTIC IMPRESSION OF WALKING STREET

A new experience **EVERY DAY, at EVERY STEP**

Thanks to its open, interwoven design, City Centre 150 provides the avid shoppers an oasis of indulgence, where all their moods and preferences are catered to. The cubism-inspired architecture relies heavily on graphical clean lines on the outside, and interiors which are integrated seamlessly. One could be strolling down the high street, face to face with the most glamorous and eye-catching brands from the world of premium apparel, jewellery, personal care and more, and just as easily find their way into open air. In addition to all of it, the Walking Street, located within City Center 150, offers utmost delight and opens the gateway to numerous corridors of fun and excitement. It encourages discovery, as you immerse yourself in 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 QSR'S AND POP-UP SHOPS WITH AMBIENT SEATING
- ◆ DESIGNATED SPACE FOR LIVE ENTERTAINMENT AND PERFORMANCES

A retail haven with **ROOM** for **EVERYONE**



City Center 150 provides flexible spaces and formats to cater to the needs of retailers in every segment. Availability of different retail store sizes and categories such as speciality retail, super-speciality stores, department stores and variety stores make it a one-of-its-kind development for investors looking to buy into India's new retail boom. With many leading brands coming together under one roof, City Centre 150 is also a destination of choice for retail lessors.

- ❖ FLEXIBLE SPACES AND FORMATS TO CATER TO THE NEEDS OF EVERY SEGMENT
 - ❖ AVAILABILITY OF DIFFERENT RETAIL STORE SIZES AND CATEGORIES
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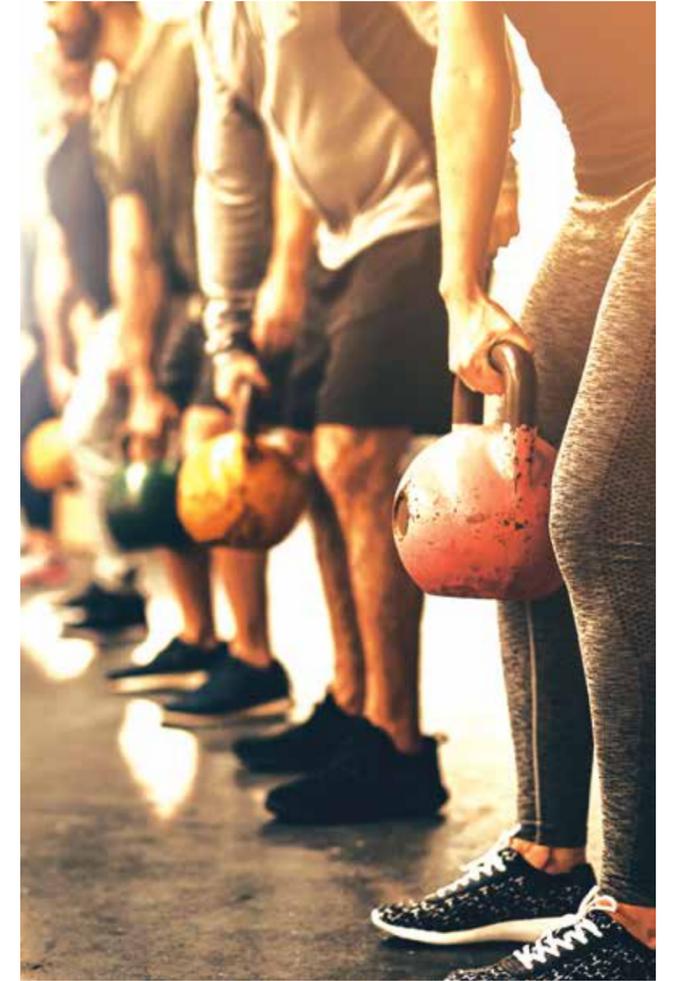
The NEIGHBOURHOOD HIGH-STREET for EVERY NEED



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 and 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 cavernous 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 that will hold a place of pride in the hearts and minds of visitors.

- ◆ EXPANDABLE ANCHOR STORES
- ◆ SPACE FOR ENORMOUS SUPERMARKET IN BASEMENT
- ◆ 300+ PARKING SPACES

An array of offerings 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 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.

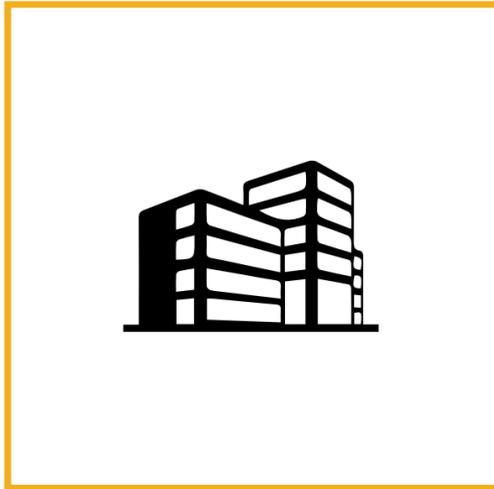
The pubs at City Centre 150 add another facet to its dazzling after-dark transformation into Sector 150's trendiest hotspot. They add a dollop of glamour and style to the natural charm of City Centre 150 and its breathtaking terrace views and are the perfect place to celebrate the good life.

- ◆ PLAN FOR ICONIC RESTAURANTS AND PUBS WITH ATTACHED TERRACE
 - ◆ BREATHTAKING VIEWS OF THE 40-ACRE PARK
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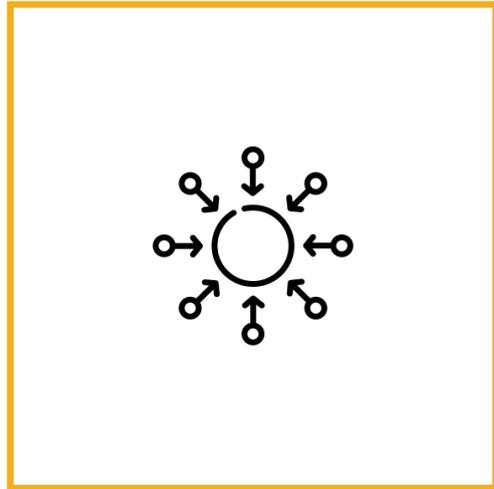
PROJECT HIGHLIGHTS



AL FRESCO STYLE HIGH STREET RETAIL WITH LOW RISE DEVELOPMENT



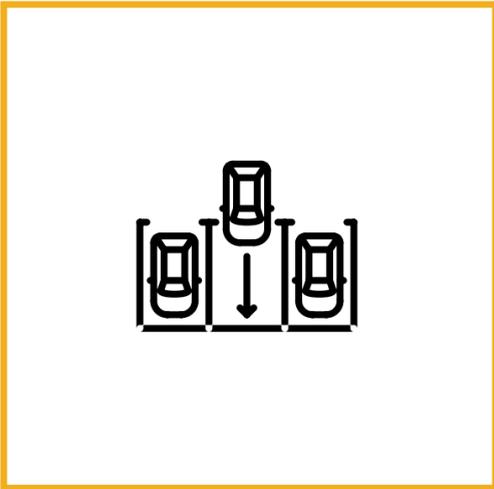
500+ FT. (158 M) FRONTAGE FOR HIGH VISIBILITY



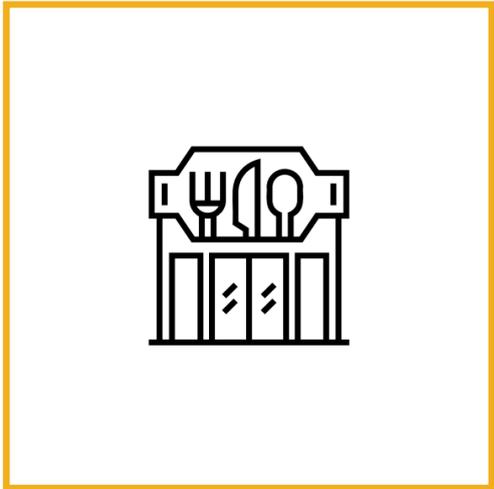
CENTRAL & EASILY ACCESSIBLE LOCATION



OVERLOOKING A 40-ACRE PARK



AMPLE PARKING SPACE



BIGGEST F&B HUB IN THE CITY



LOW MAINTENANCE COST PLAN



PROVISION FOR 24X7 OPERATIONS*



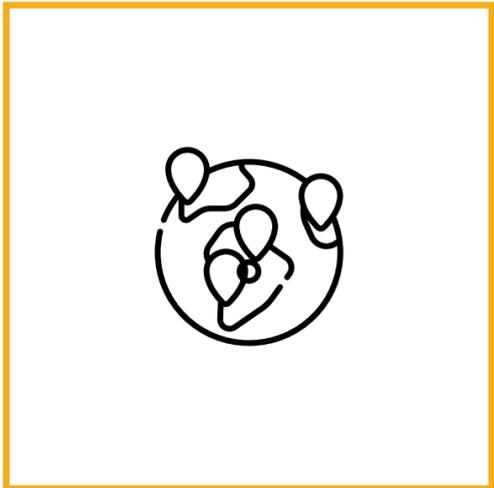
100% LEASING ASSISTANCE



LEADING BRANDS & IPC ENGAGED FOR RETAIL LEASING



PROVEN TRACK RECORD OF SUCCESSFUL MALL MANAGEMENT



BROUGHT TO YOU BY DEVELOPERS OF INTERNATIONAL REPUTE



SPECIFICATIONS

FLOOR DESCRIPTION	
TOTAL NO. OF SHOPS	277
NO. OF FLOORS	Single Basement (Parking / Services / Retail) Ground & First Floor (Shopping / Restaurant / Retail) Second & Third Floor (Shopping / Restaurant / Retail / Food Court)

VITAL INFORMATION	
AIR CONDITIONING	Provisioning of AC in individual shops Cooling tower piping connection provided in each shop
FAÇADE	Combination of glass / ACP / Stone / Metal cladding / GRC / Paint
HEIGHTS	Floor to Floor <ul style="list-style-type: none"> • Basement - 5.25m • Ground Floor - 5.1m • Typical Floor - 4.5m

LIFTS AND ESCALATORS	
SEPARATE LIFTS	Passenger Lifts - 6 Service Lifts - 2
SPECIFICATION OF LIFTS	Tile / Stone
ESCALATORS	2 sets of escalators

LOBBY AND COMMON AREAS	
FLOORING	Stone / Tile
CEILING	Metal ceiling / Waterproof board ceiling
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

COMMON TOILETS	
FLOORING	Stone / Tile
WALL CLADDING	Vitrified tile / Stone / Paint
WC	Wall mounted WC
CP FITTING	Water efficient branded CP fitting

BASEMENT AREA	
FLOORING	Tremix flooring
COMMON PARKING	As per drawing
RAMP	Pavers / Tremix

SHOPS / OFFICES / FOOD OUTLETS	
FLOORING	Concrete floor ready to receive any flooring by owner/buyer
WALLS	Blockwork partition
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

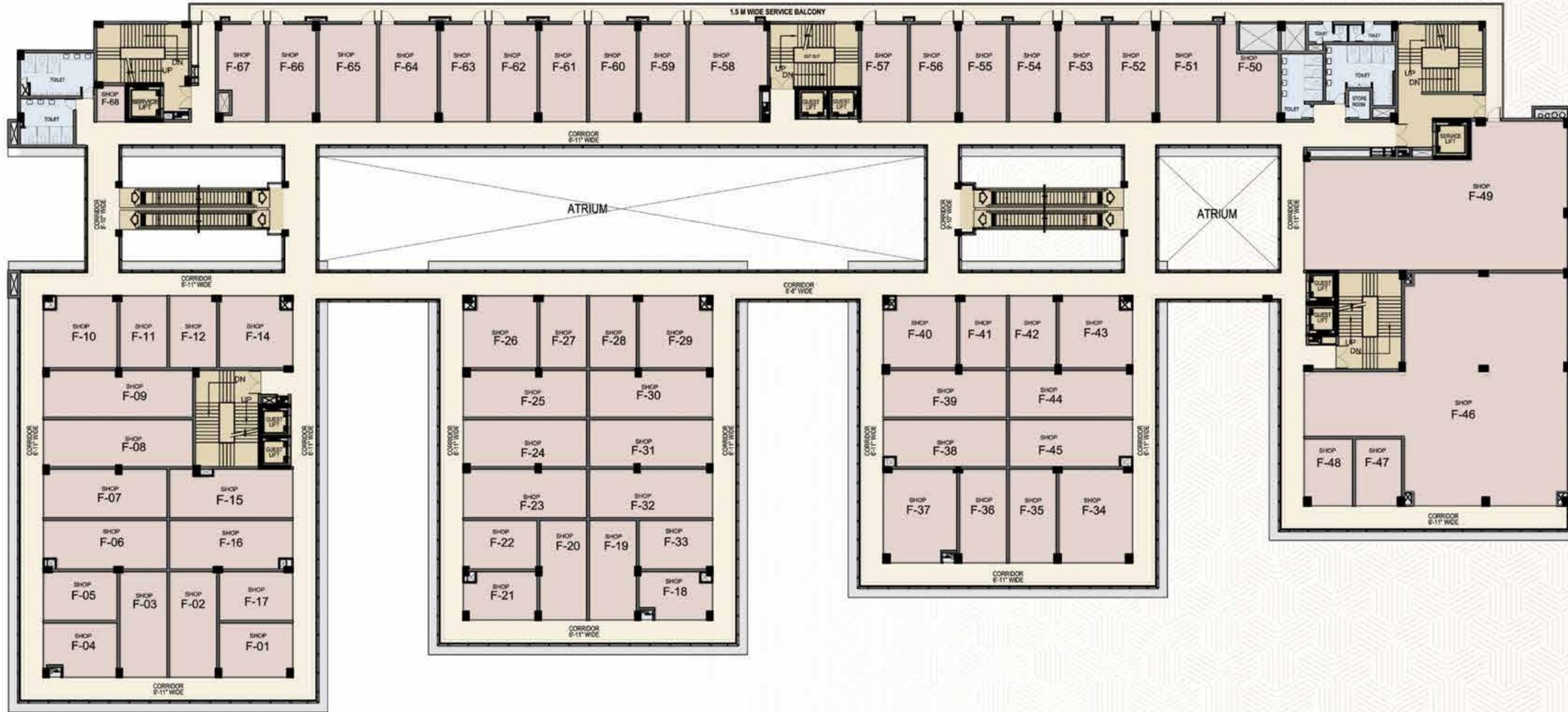
LANDSCAPING	
HARD LANDSCAPE	Tile / Trimix concrete / Pavers / Kerb Stone / Chequered tiles
SOFT LANDSCAPE	Natural grass / Artificial grass pad / Shrubs / Plants / Trees / Water body

ESS AND DG (MAX CAPACITY)	
DG SET	100% power backup as per load requirement
STP	
CAPACITY (IN BASEMENT)	As per design

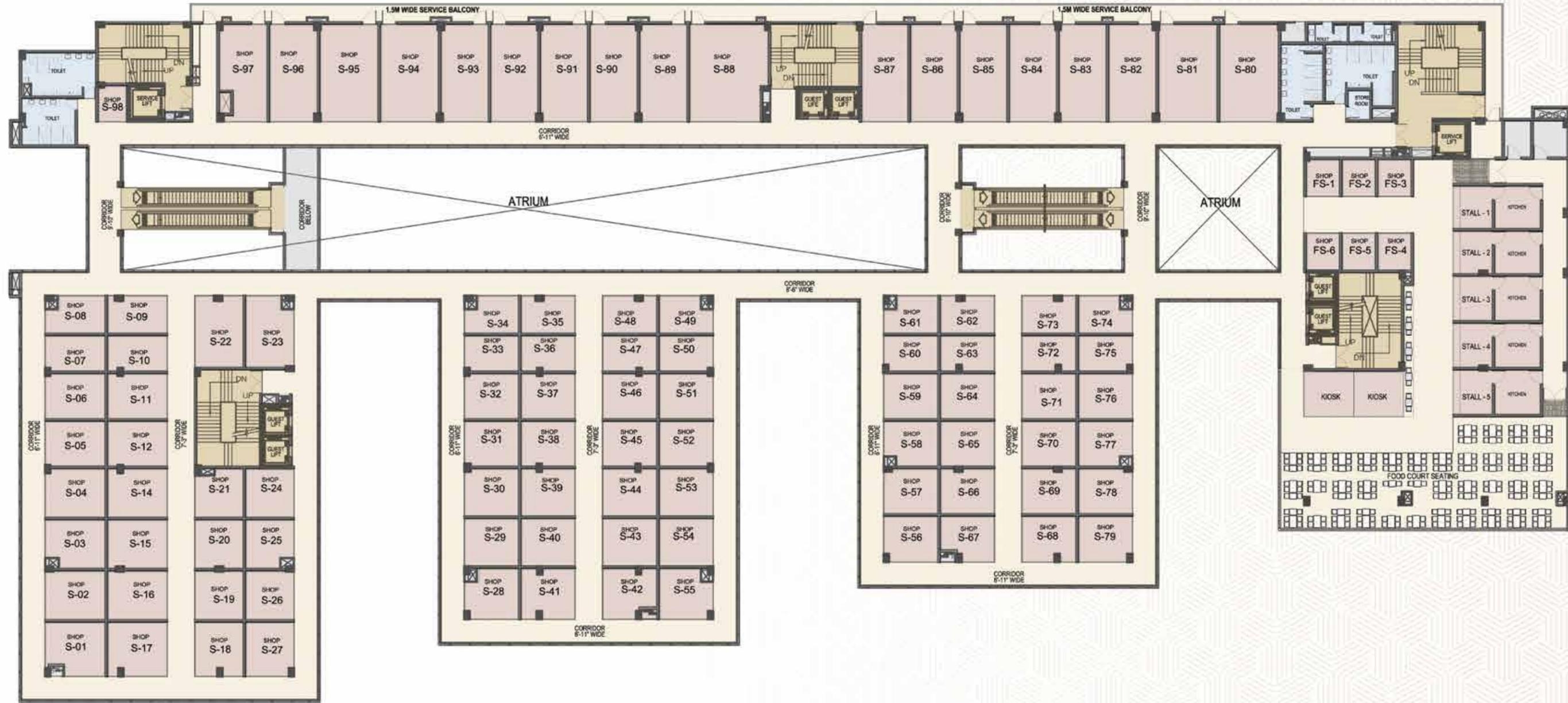


GROUND FLOOR PLAN

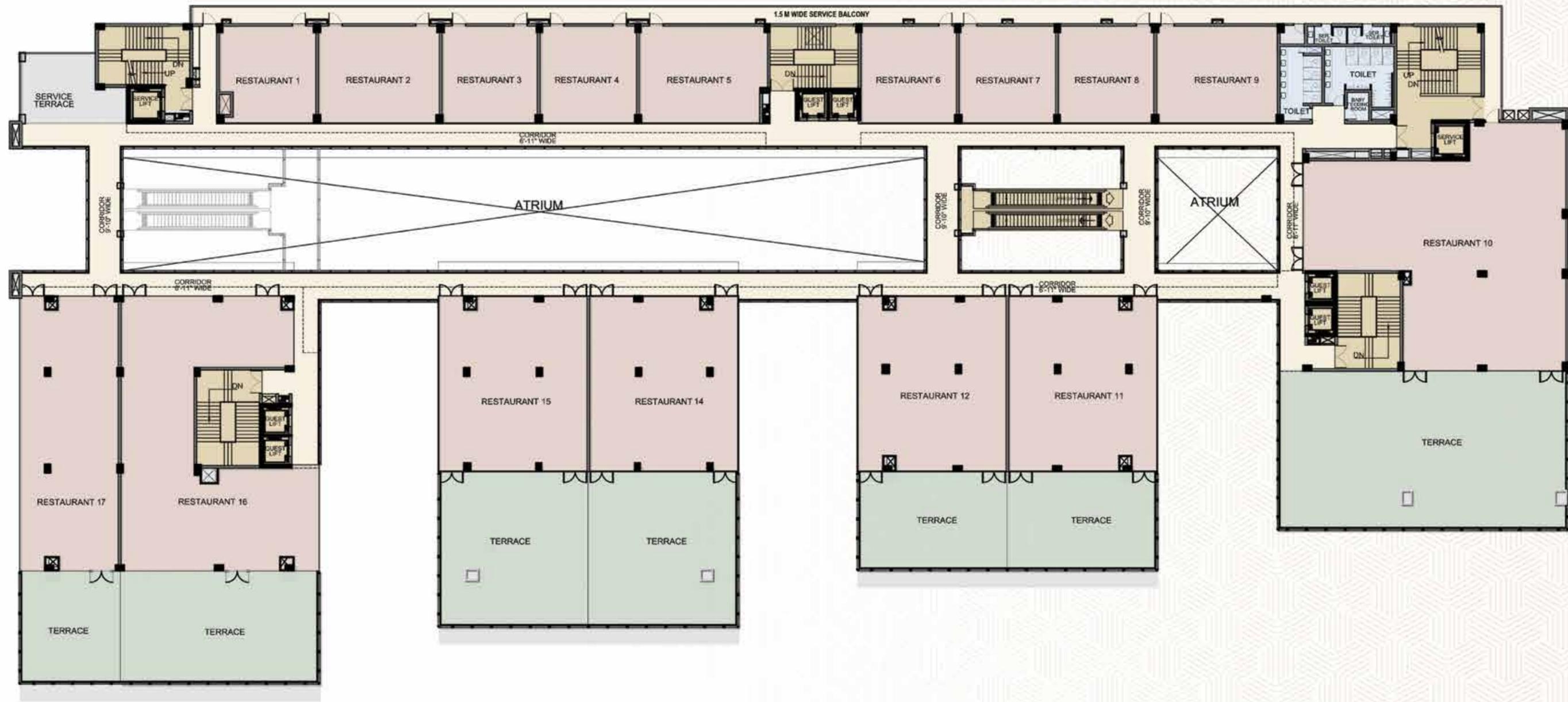




FIRST FLOOR PLAN



SECOND FLOOR PLAN



TOP FLOOR PLAN



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