



**IT'S TIME TO
THINK BEYOND
THE PANDEMIC.**

THE FUTURE OF REAL ESTATE
IS NO LONGER ABOUT DELIVERING FOUR WALLS.

TODAY

THE WORLD HAS CHANGED.

- On-demand / Hybrid working
- Digital transformation
- Operational efficiency
- Growth in E-commerce
- Changing businesses needs
- Contingent worker expansion
- The great resignation



COVID-19 CHANGED EVERYTHING!!!

CURRENT STATE OF RE

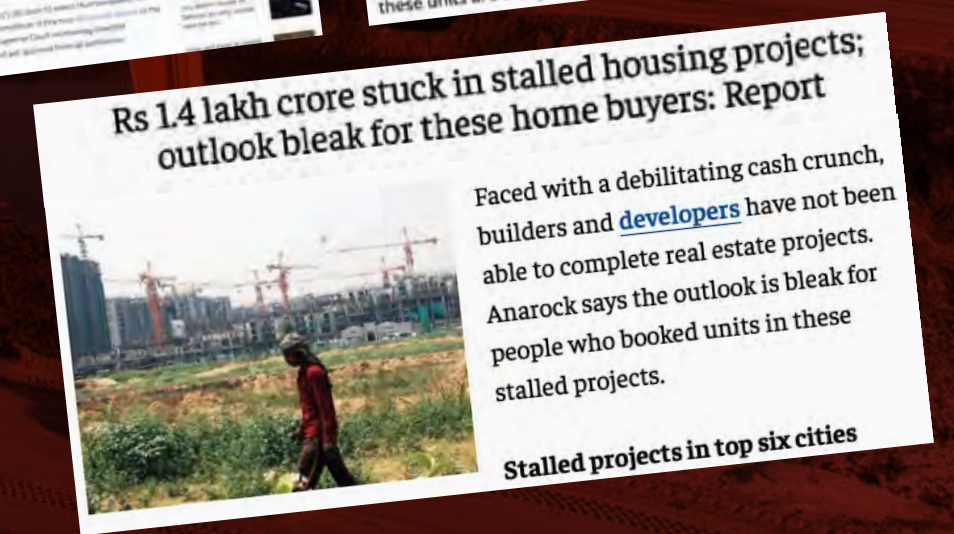
WHEN THINGS DEFY LOGIC

- Glut of stuck and stalled projects leading to buyer's loss of trust
- Protracted litigation and vested interests amongst customer groups
- Middlemen who have disappeared
- Legal dispute leading to failure of companies
- PM's initiative in this budget.. Rs 48K Cr. for PMAY



629,000 homes valued at Rs 5 trn delayed or stalled in top-7 cities: Report

These projects were launched in 2014 or earlier. Nearly 28% (about 173,730) of these units are completely stalled, the report said



SO!! WHAT ARE OUR OPTIONS?

OPTIONS RESIDENTIAL

- Huge inventory with stuck projects slated for gradual release into market over the next 2–5 years
- Large ticket sizes with the few brand names
- Odd schemes like 10:90 and subvention again have high risk exposure

RESIDENTIAL HAS SOME,
BUT LIMITED OPPORTUNITIES.

OPTIONS COMMERCIAL

- REITS have come in and gobbled up good projects and inventory and found takers even at yields as low as 6%.
- AR etc. exists but many questions remain with many stuck projects and companies at NCLT.
- What about demand? Will office and retail demand stay robust?

KEY ISSUES ARE IN TRANSPARENCY
AND DEMAND

WHAT ARE OUR KEY CONCERNS?

- Is my investment secure?
- Rental Income & Yields?
- Future Scenario?
- Who is behind this? can they be trusted?

... we see these challenging times as an opportunity to **RETHINK** how we do business... and strongly believe that commercial real estate must do more than merely **ADAPT** to the **CHANGE** Covid brought to business environment...

IS THIS TOO MUCH TO ASK?
DO WE HAVE ANY OPTION?

ADDRESSING KEY CONCERNS. |

CAPITAL SECURITY

- OC Property | Registry Ready
- Other Options in Functional Projects

RENTAL INCOME & YIELDS

- Higher Rentals VS Non-branded buildings
- Starts from Day 1

FUTURE SCENARIO

- New Gen Offering – Understanding Occupiers & markets
- Value Multipliers like V@C | MOX

NAME BEHIND THIS

- WTC Noida & Viridian RED
- Delivered on promises and projects even during the pandemic.

A panoramic view of a city skyline at sunset. The sky is filled with vibrant orange and red clouds, with the sun low on the horizon. The city is densely packed with skyscrapers of various heights and architectural styles. The text 'UNTHINK BENCHMARKS' is overlaid in large, white, bold, sans-serif capital letters across the middle of the image. The word 'UNTHINK' is on the top line, and 'BENCHMARKS' is on the bottom line. The text is centered horizontally and partially obscures the buildings behind it.

UNTHINK BENCHMARKS

SERVICES THAT DELIVER

CAPITAL SECURITY

AN OPPORTUNITY TO SECURE YOUR INVESTMENT
WITH REGISTRY READY AND FUNCTIONAL
REAL ESTATE ASSETS



OC and Registry Ready



Functional



Nearing Completion & Under Construction

RENTAL INCOME & YIELDS



CURRENTLY HOME TO 15000+ EMPLOYEES

Highest
Occupancy
in the Region

More than
50% market
share 2014-15

Generating
yields from
day 1.

THE NETWORK THAT CREATES AN IMPACT

30%
HIGHER
RENTALS*

13%
HIGHER
OCCUPANCY*



326 CITIES
89 COUNTRIES
**1 GLOBAL
NETWORK**

A LEGACY OF
**50
YEARS**

HOME TO
FORTUNE
**500
COMPANIES**

ATTRACTS
HIGH FOOTFALL
**2.45
MILLION**

*Source - www.wtca.org As per global connection 1, a special report issued by WTCA, 2014.^Based on surveyed World Trade Center operations in 2007 and 2012, as published in WTCA brochure 2016.

VALUE MULTIPLIERS: THE FUTURE

PREFERRED PARTNER OF WTCA IN INDIA

A GLOBAL NETWORK
**CONNECTING 1 MILLION
 BUSINESS**



326 CITIES | 89 COUNTRIES

CONDUCTS 10,000 GROUP TRADE MISSIONS ANNUALLY	HELPS NEW BUSINESSES SOURCE CAPITAL, STRATEGY AND NEW BUSINESSES	INSPIRES ECONOMIC GROWTH AND INFRASTRUCTURE DEVELOPMENT IN THE REGION
IS THE PREFERRED ADDRESS FOR FORTUNE 500 COMPANIES	HELPS STIMULATE A LARGE PART OF ALL GLOBAL TRADE	CREATES POSITIVE ECONOMIC IMPACT FOR BUSINESSES, INVESTORS AND REGIONAL COMMUNITIES

WORLD TRADE CENTERS™ ASSOCIATION

Viridian group has been a very strong partner of WTC for many years, in fact WTC Noida is one of our most active and innovative world trade center.

Scott Ferguson
 CEO, WTCA, 2018



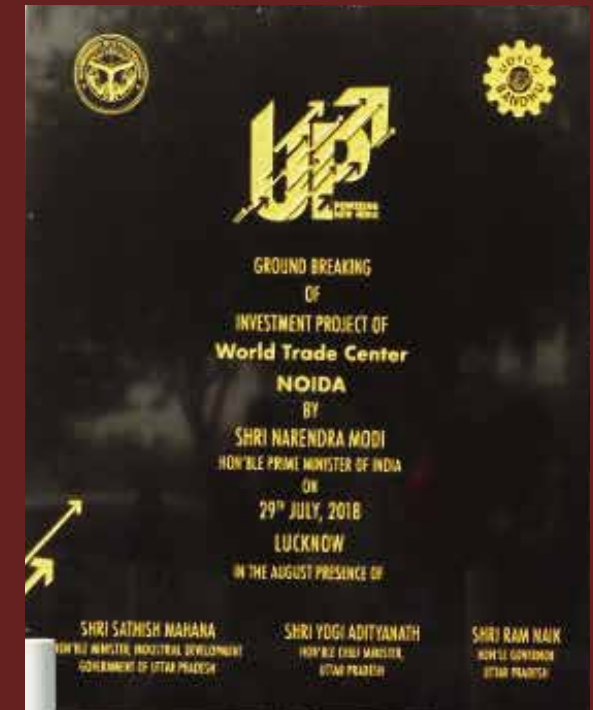
PARTNERING IN INDIA'S GROWTH THROUGH JOINT POLICY INITIATIVES

PM LAYS FOUNDATION OF MOBILE OPEN EXCHANGE ZONE (MOX) AT WTC NOIDA

TNN | Jul 30, 12:15 IST

Lucknow: PM Narendra Modi laid the foundation stone of country's first Mobile Open Exchange (MOX) zone in Noida at the ground breaking ceremony on Sunday. The UP government had signed an MoU with World Trade Center, Noida at U.P. Investors Summit to develop a Tech Zone which would act as a catalyst for growth of mobile and allied sector in the state.

Courtesy: *Times of India, 29 July, 2018



SUCCESS INGREDIENTS

Being the most powerful business address and largest network globally, we have always strived to develop landmarks of prosperity and growth to create a positive economic impact.

Even in present unprecedented times, we are delivering projects which are setting benchmarks for the industry.



Continued support from all stakeholders



Ensuring that there is consistent demand and support (MoX - Next Growth Engine)



Continued construction despite of all challenges



Anticipating and taking pro-active measures time to time helped us sail



Delivering on our promises and reinforcing buyer's trust



Delivering P4

PARTNERS IN PROGRESS



WTC NOIDA + VIRIDIANRED®

DIVERSIFYING & DESIGNING AVENUES OF GROWTH

Viridian RED is a leading Real Estate Development and Integrated Investment platform in India that coalesces people, portfolio and a sense of purpose necessary to meet its stakeholders demands. Our Platform comprising Construction, Project Management and Branded Commercial Real Estate keeps wealth creation and security at its core to deliver high capital appreciation with the highest levels of income generation and rentals across various asset class. In the last one decade, ViridianRED has delivered the most innovative and highest quality Real Estate solutions that create rewarding opportunities across the RE value chain for corporates, communities and clients.



CO-CREATING GROWTH AVENUES

- DEVELOPING MOBILE OPEN EXCHANGE WITH U.P. GOVT.
- PARTNERSHIP WITH HARYANA GOVT. TO DEVELOP GROWTH DISTRICT FARIDABAD
- PREFERRED PARTNER OF WTCA IN INDIA

ENSURING DELIVERIES GIVING INDIA IT'S GLOBAL LANDMARK

Over the last 18 months, the business delivered 1.6 M sq. ft. and leased out over 1.3 M sq. ft. which amplifies the robustness of the business as most of these deliveries were made during the lockdown period.



2019-2020

DESPITE LOCKDOWN, DELIVERED 1.6 M SQ.FT. AND LEASED OUT OVER 1.3 M SQ.FT.

YOUR TRUSTED PARTNER YOU ALWAYS RELY UPON STRONGER TOGETHER IN CHALLENGING TIMES

...Appreciate the outstanding customer service that your team provided me, helping me sort out all pending issues related to my investment. Your team has been very attentive, prompt and sincere making customers feel respected and valued, and their efforts have not gone unnoticed. I am very satisfied with my purchase and will continue to review future investments with your company.



Dr. A. K. Agarwal

...Being a single mother since 2013 there were many situations which I had to face single handedly. In 2014, I invested in WTC, going by its brand name and I'm glad and assured as of date that I took a great decision. The assured returns from WTC have helped me live a respectable life all these years. Now when the time is not favourable and the economy is down, so also the business, I gladly accept the option C/Migration from WTC. Thank you WTC Team for helping me and guiding me in taking the correct decision.



A. A. Srivastava

... Thanks to your team for handling my queries patiently, diligently and promptly. Your timely support and inputs in the past few months especially amid these challenging pandemic times where small investors like me were feeling jittery, has definitely kept anxious moments in check.



**Md. Irfan
Saudi Arabia**

... Take this opportunity to sincerely thank your team for its continued exceptionally invaluable & unmatched support till date which has enabled our privileged business' association with WTC, truly remarkable, rewarding & much sustainable. Once again, immense thanks indeed!



S. Sahni

THINK BEYOND BUSINESS AS USUAL

REAL ESTATE IS NO LONGER JUST ABOUT FOUR WALLS
AND RELYING ON LOCATION FOR VALUE APPRECIATION.

PREMIUM SPACES
SERVING A
**FULLY OPERATIONAL
COMPLEX**

ICONX

@



**WORLD TRADE CENTER®
NOIDA**



**A CAMPUS LOCATED
IN THE RISING BUSINESS
CAPITAL OF NORTH, NOIDA**



NOIDA INTERNATIONAL GREENFIELD AIRPORT, JEWAR

ELECTRONIC CITY

700-acre

FILM CITY

1,000-acre

MOX ZONE

5,000-acre

TOY CITY

100-acre

APPAREL PARK

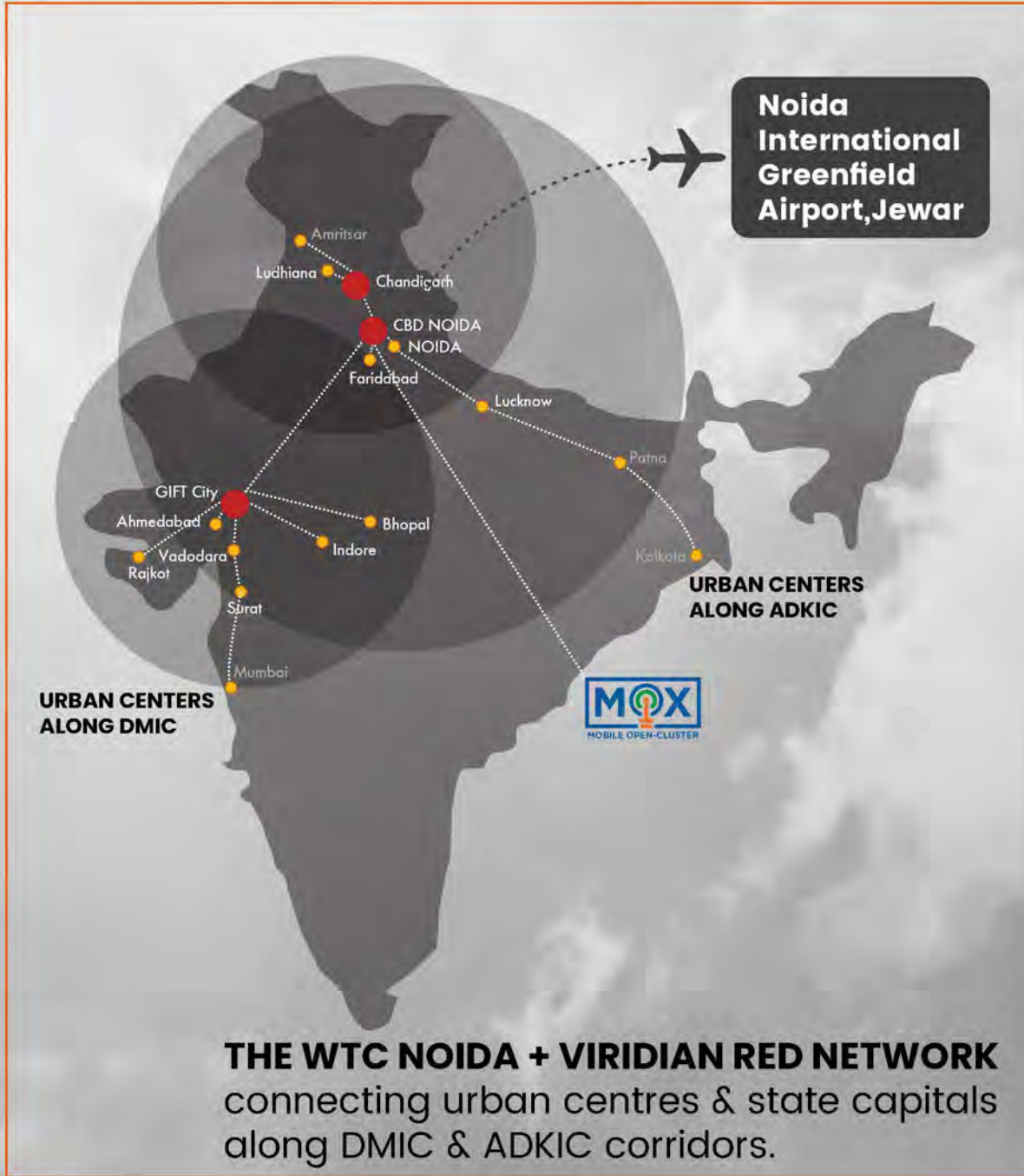
300-acre

SPORTS CITY

2,500-acre

**Largest electronic & manufacturing zone
in the country**



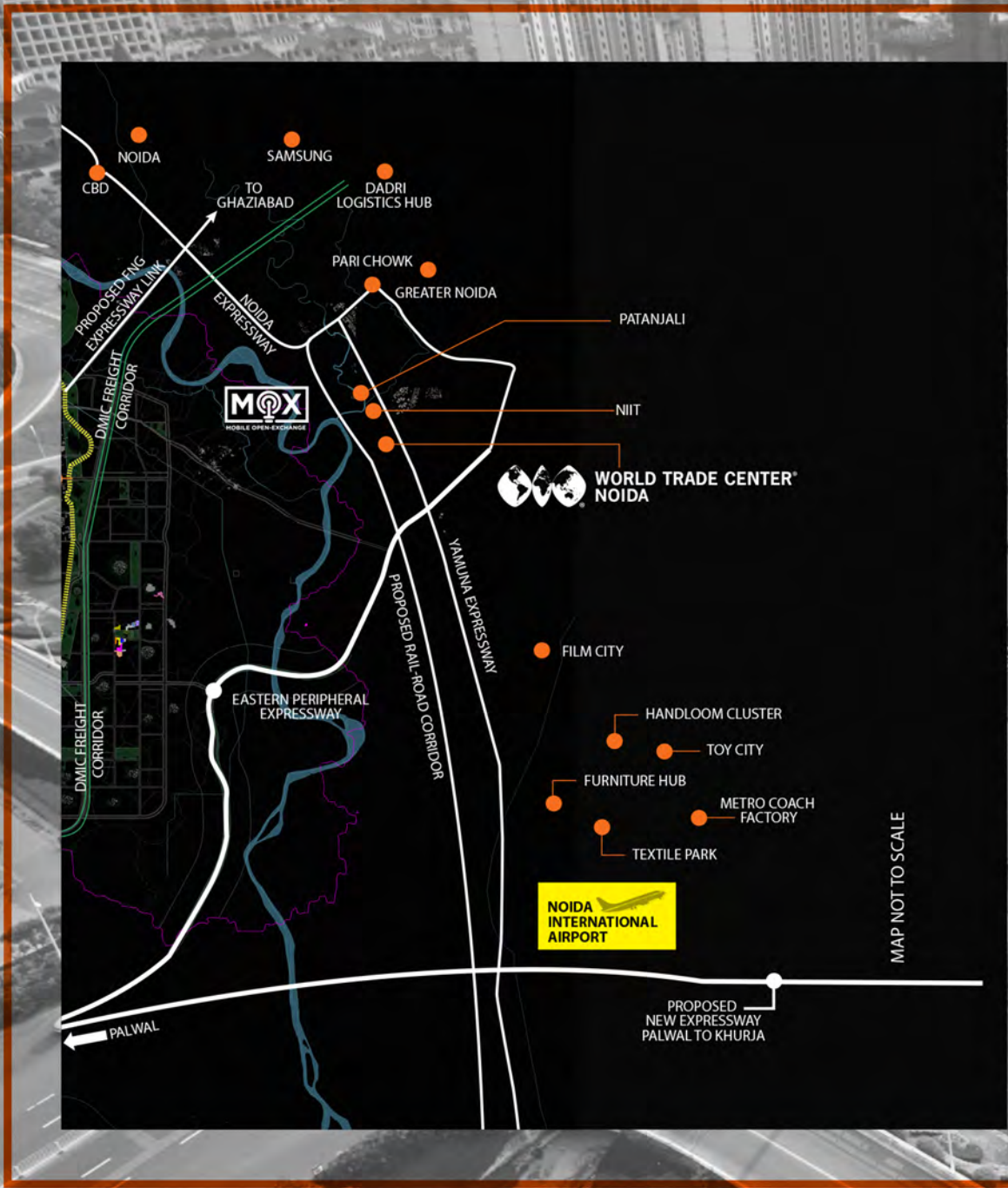


A FULLY FUNCTIONAL CAMPUS CONNECTED TO PROGRESS WITH **15000+** DAILY FOOTFALL

Right from its strategic location to systematically planned infrastructure, Noida & Greater Noida region offers a conducive ecosystem for companies to flourish.

CONNECTIVITY STRENGTH

- | | |
|--|--|
| Delhi Mumbai Industrial Corridors (DMIC) | Amritsar - Delhi - Kolkata Industrial corridor (ADKIC) |
| Eastern Peripheral Expressway (EPE) | Western and Eastern dedicated Freight Corridors (DFCs) |
| National Highways - NH-24 & NH-58 | Extensive network of Metro Rail |



AT INFRA - FIRST LOCATION

- The next growth magnet - Jewar Airport
- At the cusp of Yamuna Expressway & EPE crossing
- Opposite Gautam Buddha University.
- Within the MOX ZONE

A CAMPUS MORE DIVERSE THAN EXPECTED



WORLD TRADE CENTRE NETWORK



.....
321

Cities

92

Countries

1

Global Network
.....

A CAMPUS THAT CONNECTS NOIDA TO THE WORLD , WTC

A network with the potential to connect local businesses to 1 million businesses across the globe. WTCs with a business legacy of 50 years is the first choice for the fortune 500 companies. Startups, SMEs and MSMEs can unlock global markets with the help of WTC network.

THE NETWORK

THAT CREATES AN IMPACT



30%
HIGHER*
RENTALS

13%
HIGHER*
OCCUPANCY



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THE CAMPUS PRESENTS

ICONX

LIMITED PREMIUM SPACES AT FULLY FUNCTIONAL CAMPUS

WTC NOIDA

PREMIUM OFFICES | RETAIL | RECREATIONAL SPACES



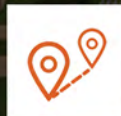
ADVANTAGE ICONX



Within Operational Campus with 15000+ Daily footfall.



Adjacent to Premium Tower



Direct Access from Main Road



Multiple entry/exits



Direct Access from exhibition / Public spill-out spaces.



1. TEC 1 AND TEC 2

2. SIGNATURE

3. ONE A, B & C

4. RIVERSIDE RESIDENCES

5. ONE D

6. ONE E

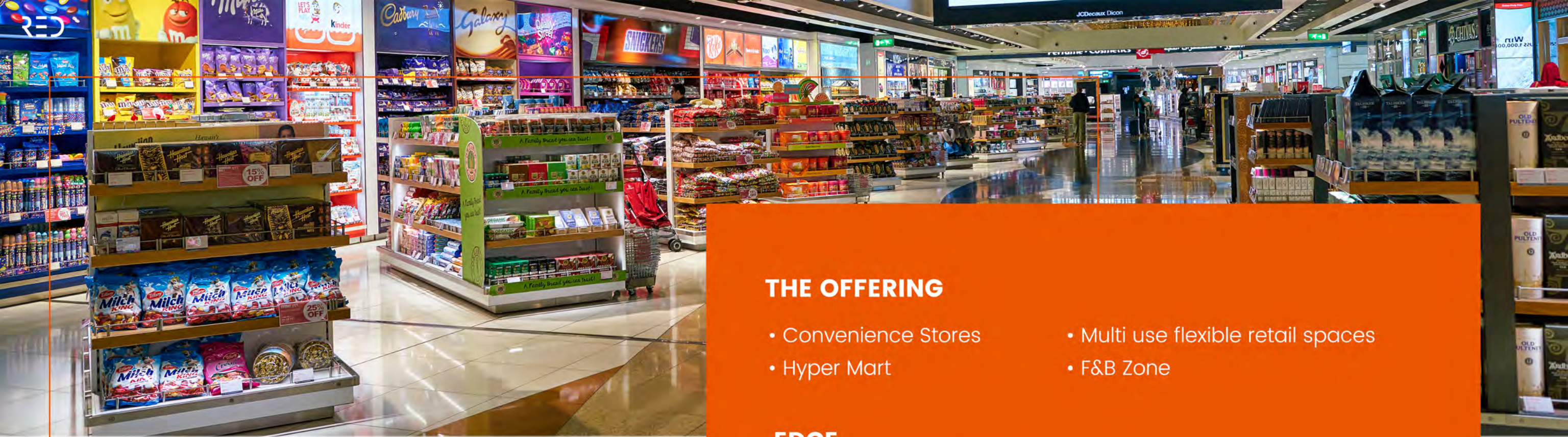
7. ICONX

8. SOHO @ QUAD

9. CUBIT

10. FUTURE DEVELOPMENT

11. PLAZA



PREMIUM RETAIL AT ICONX

EXPLORE THE POTENTIAL FOR EXPANSION

Retail spaces are located at a point where commerce is destined to thrive. Being at lower floors, retail spaces enjoy clear visibility and are seamlessly connected by pathways and corridors as well as exclusive entries. The prime catchment area will drive demand in the region and help capitalise on the rising purchasing power of people in the vicinity, as well as a large captive consumer base within the 42 acres integrated office development.

THE OFFERING

- Convenience Stores
- Hyper Mart
- Multi use flexible retail spaces
- F&B Zone

EDGE

- On the Ground & 1st floor
- Currently enjoys footfall of 15000+ workforce
- Expected footfall to be around ~70000 going forward
- Easy access to Premium Service Apartments
- Multiple entry points
- Easy access from neighboring buildings



ENTERTAINMENT, RECREATIONAL & WELLNESS SPACES AT ICONX

Entertainment, recreational & Wellness spaces are at the core of the development, giving a whole new meaning to IconX. With numerous spaces suitable for use as lounges, restaurants, entertainment areas, gym or spa; it offers 360° business opportunities.

THE OFFERING

- Recreational Zone
- Gym & Health Zone
- Lounge/Spa

EDGE

- Facilitated with a swimming pool
- Caters to captive customer base with current footfall of 15000+ Workforce, expected to be around ~70000 going forward
- Catering to cluster of educational institutions near by

PREMIUM OFFICE AT ICONX

IGNITE THE PASSION FOR AMBITION

The office spaces are thoughtfully planned to take businesses to their highest potential. The office spaces here are crafted to boost the efficiency and productivity of working professionals by creating a naturally well-lit ambience, maximising the usages of natural sunlight and minimising energy consumption. Spaces have been planned keeping in mind the dynamic & flexible needs of new age businesses, be it a startup , an established team or professionals.

THE OFFERING

- Multiple entry points
- Enjoys an unobstructed view of sunset at Yamuna floodplains
- Fully occupied and operational business complex
- Part of a large campus with numerous facilities & state-of-the-art infrastructure

BEST SUITED FOR

- Startups
- Small independent businesses
- Large IT firms
- Corporate offices

ICON>X

Limited units for the
first few in the queue.

EXPLORE THE OPPORTUNITY



ICONX FLOOR PLAN



WTC NOIDA SIGNATURE CORPORATE SUITE GROUND TO SECOND FLOOR PLAN

All images are artistic impressions. Layout of the Project, Map / Design and shape of the building, nomenclatures of the Project, Blocks, Towers are tentatively mentioned herein and are subject to change as per guidelines issued by competent authorities. Fit-outs and furnishing shown are not part of standard offering.

PAYMENT PLAN

Plan 1 (Return Plan): 95 % Down Payment with 12% Returns

S. No.	Installment	Payment
1.	Booking Amount	1,00,000
2.	Within 30 days of booking	95% of BSP less booking amount + GST as applicable less booking
3.	On offer of possession*	5% of BSP + OOP + GST as applicable

Plan 2 (DP Discount Plan): 95 % Down Payment with 24% Discount

S. No.	Installment	Payment
1.	Booking Amount	1,00,000
2.	Within 30 days of booking	95% of BSP less booking amount + GST as applicable less booking
3.	On offer of possession*	5% of BSP + OOP + GST as applicable

* Offer of possession : 30th June 2025

- Commitment Charges for 3 years @45 Rs. / Sq. Ft. per month + 50% of actual rental, post offer of possession
- Leasing rights till first lease for a tentative leasing tenure of 12 years
- For detailed terms & condition please refer to booking application form issued by the developer



WORLD TRADE CENTER® NOIDA



Developer- WTC Noida Development Company Private Limited; CIN : U70109DL2007PTC162288, Project: WTC NOIDA, RERA Registration No.- UPRERAPRJ3504. For further details, please refer www.up-rera.in.

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[Back to options](#)