



**A BRAND NEW OPPORTUNITY @**



**B O U L E V A R D   W A L K**  
BY H & S

**FRIDAY, 13<sup>TH</sup> JANUARY 2023**

**(Confidential for Intra Circulation only)**



# Boulevard Walk – Mixed Land Commercial Use



## LOCATION -

PLOT NO. 02, SECTOR - 04 GR. NOIDA WEST (U.P)

AREA – 16 LAKH SQ FT (PLOT AREA - 5 ACRE)

## TYPES:

### THE MALL

- a. RETAIL ZONE
- b. ANCHOR STORES
- c. HYPER MARKET
- d. FOOD COURT
- e. ENTERTAINMENT ZONE
- f. 7 SCREEN MULTIPLEX

### THE WING

- a. PREMIUM OFFICE SPACES
- b. THE PLUG-CO-WORKING SPACES

### THE HALT

- a. SERVICED HOTEL APARTMENT
- b. STUDIO APARTMENT



# LOCATION MAP

**BW**  
BOULEVARD WALK  
BY H&S



## GREATER NOIDA WEST

### WHERE GRANDEUR EVENTUATES!

A Premium Location of Greater Noida that is thronged with Mankind and Industrial areas. A ubiquitous of Hotels, Fun Areas, Businesses, Food, and whatnot. Boulevard Walk is a truly pronounced edifice that is sited in a planned city of West Greater Noida manifesting greater infrastructure.

Boulevard Walk, a better place for everyone with a vivid Ambit of Services to Experience Lush Life at ease.

### LOCATION MAP



5 MINS  
DRIVE FROM  
NH 24

2 MINS  
DRIVE FROM  
SEC 120, NOIDA

15 MINS  
DRIVE FROM  
PARI CHOWK

15 MINS  
DRIVE FROM  
SEC 18 JOTA MARKET,  
NOIDA

5 MINS  
DRIVE FROM  
SAI TEMPLE

7 MINS  
DRIVE FROM  
PORTS HOSPITAL,  
NOIDA

7 MINS  
DRIVE FROM  
SEC 32, CITY CENTRE  
METRO STATION

10 MINS  
DRIVE FROM  
GREATER NOIDA  
EXPRESSWAY

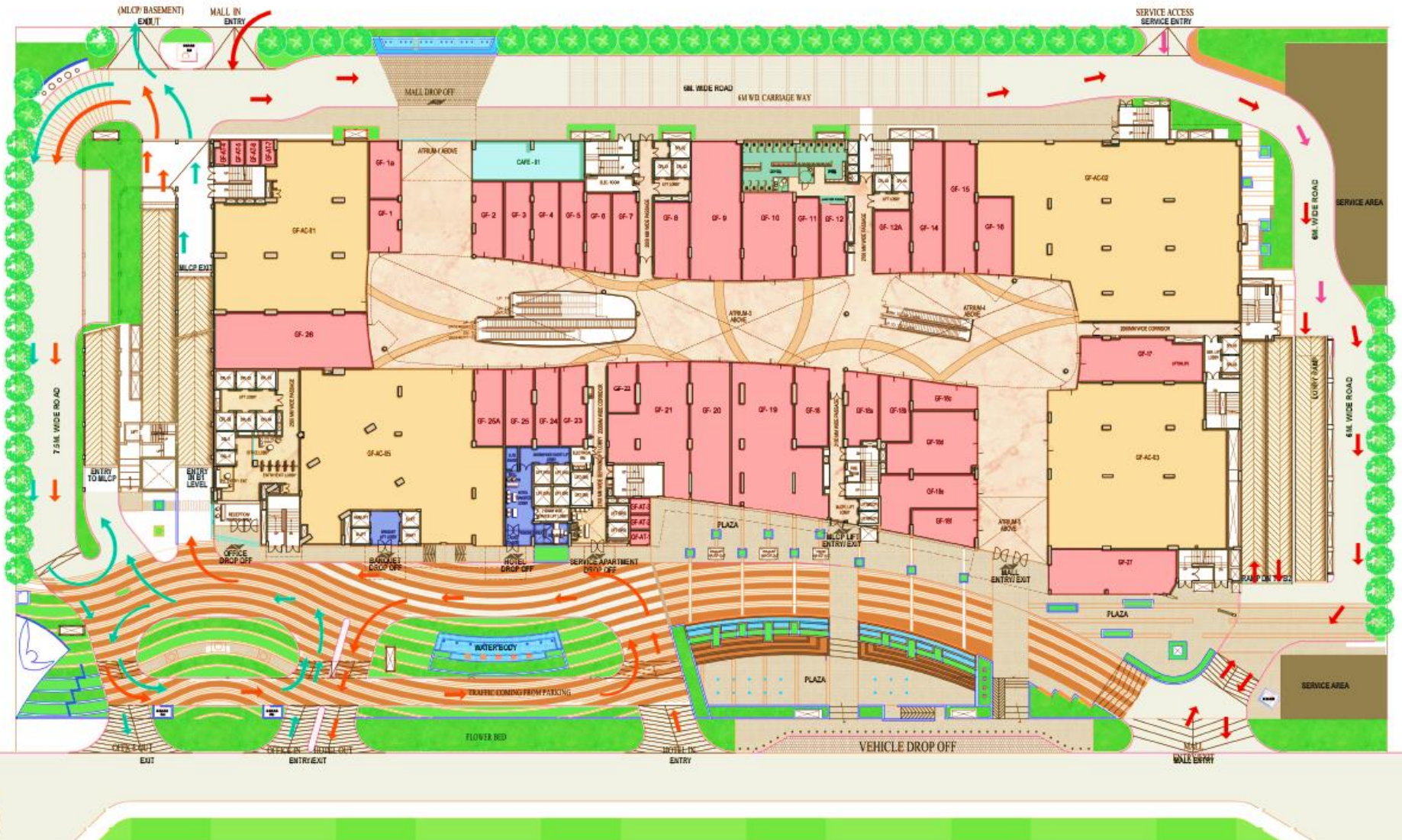
1 MINS  
DRIVE FROM  
METRO STATION





# GROUND FLOOR PLAN (The Mall)

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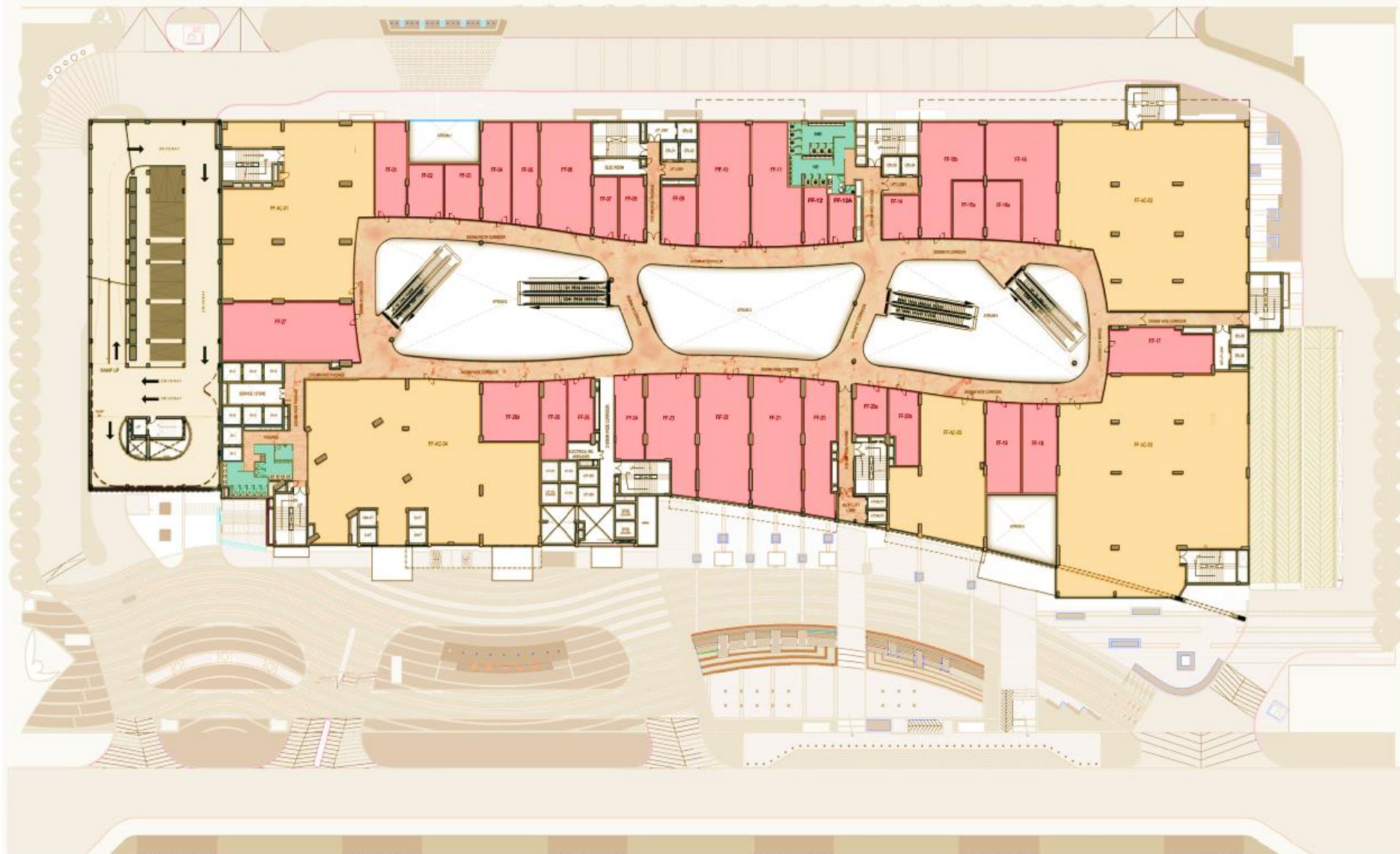






# 1<sup>st</sup> FLOOR PLAN (The Mall)

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BOULEVARD WALK  
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# 2<sup>nd</sup> FLOOR PLAN (The Mall)

**BW**  
BOULEVARD WALK  
BY H&S

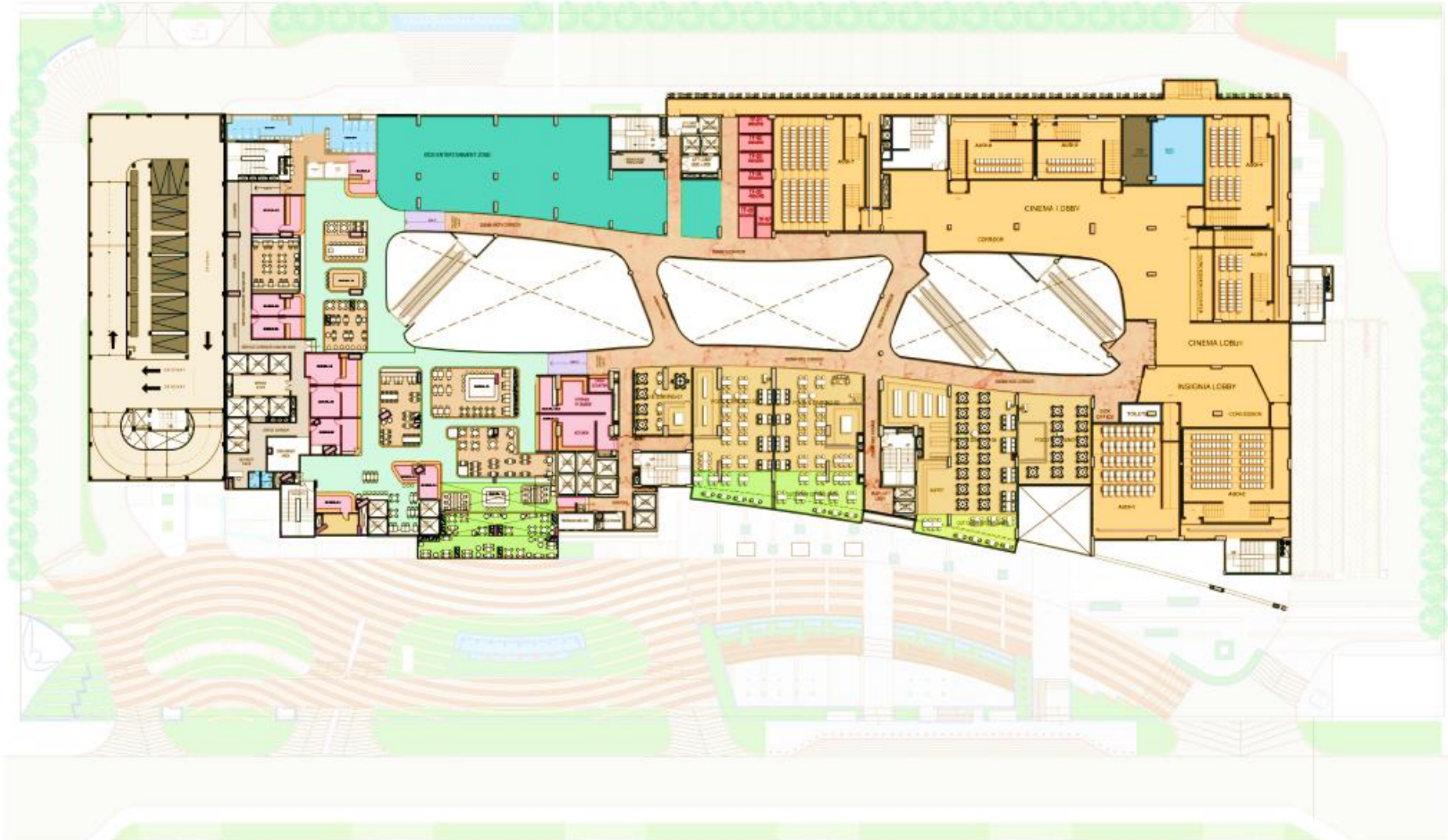






# 3<sup>rd</sup> FLOOR PLAN (The Mall)

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# 4<sup>th</sup> FLOOR PLAN (The Mall)

— **BW** —  
BOULEVARD WALK  
BY H&S

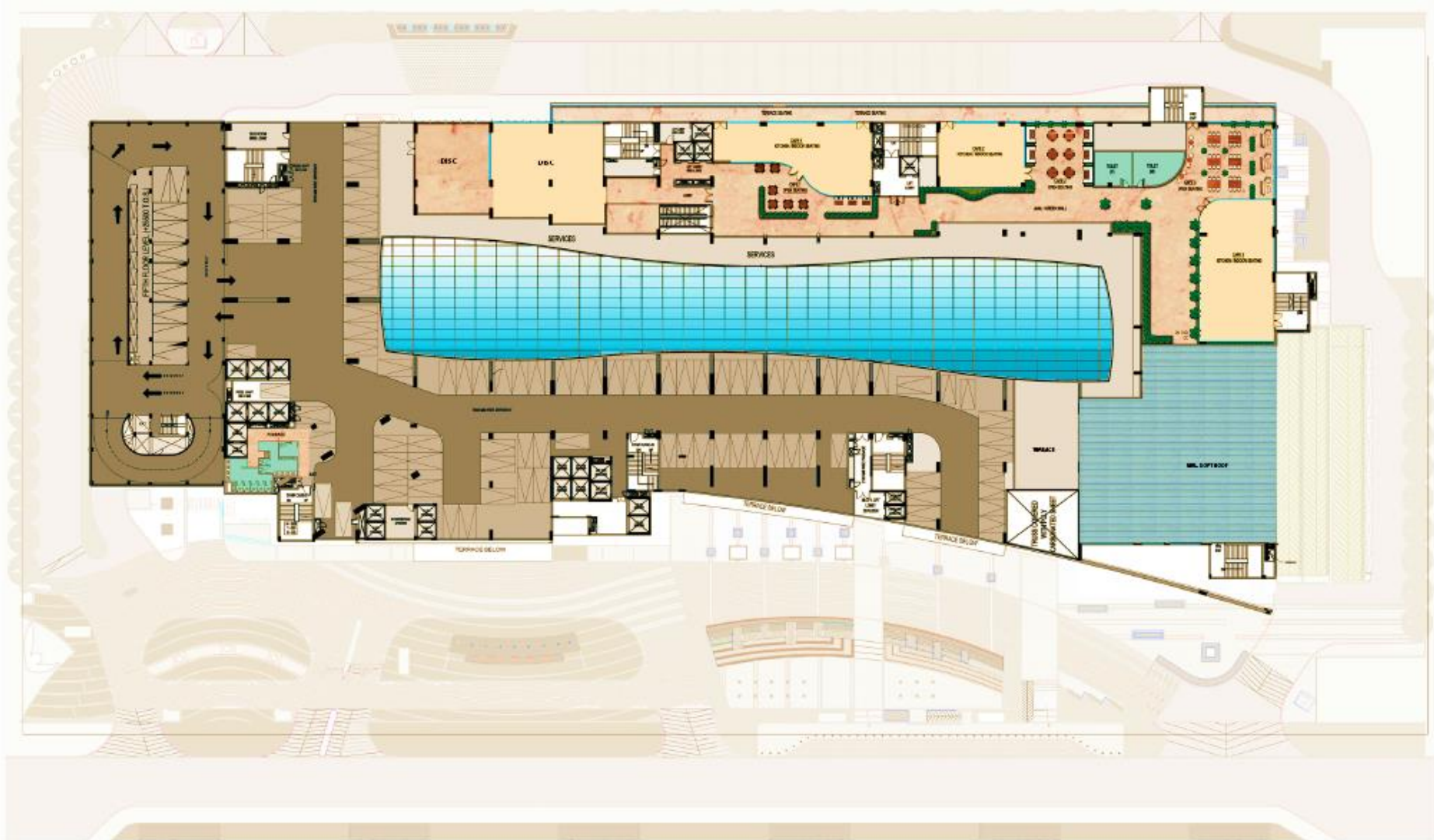






# 5<sup>th</sup> FLOOR PLAN (The Mall)

— **BW** —  
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BY H&S





— Bw —  
BOULEVARD WALK  
BY H&S

## LEADING BRANDS ON BOARD

**INOX**  
LIVE the MOVIE

**INSIGNIA**

**Masti ZONE**

**Holiday Inn**  
AN IHG® HOTEL

**Loopers**

**LORD OF DRINKS**

**THE FLYING SAUCER**  
RESTAURANT

**KAFFEINE**  
COFFEE & SNACKS

**UNPLUGGED**  
COURTYARD

**SPINNA DOG**

**BOULEVARD WALK**

ALL BRANDS LISTED BELOW ARE REPRESENTED THROUGH FRANCHISE  
INDIA

**BIBA**

**Tupperware**

**PIND BALLUCHI**  
TRULY PLANNING FOR SUSTAINABLE INDIA

**GIANI**  
ICE CREAM

**SMASH**  
AMERICA'S KID-FRIENDLY AREA

**LINEX CLUB**  
FIVE STAR LUXURY

**U S PIZZA**

**STUDY JANAK**

**Khadim's**

**Wooden Street**  
Furniture...bonded with love

**Tea Coffee Shop**  
& Tea Trail

**vision express**

**CHIQUE**

**Rasna BUZZ**

**COFFEE POINT**  
Special coffee and more

**XIMIO VOGUE**

**UFC GYM**



BOULEVARD WALK  
BY H&S

Tapasya Corp Heights, Tower-B, Ground Floor,  
Sector 126, Noida, Uttar Pradesh 201301

Disclaimer- Plans Sanctioned Vide License No. PLG/(BP)BP-3246/COM/FTS-8239 dated 22/10/14, Site Address: Plot no.- C- 02, Sector- 04, Greater Noida (West). The content in the brochure, including the elevations, images, location details, area, design are indicative in nature and subject to variations and modifications at the sole discretion of the competent statutory authorities or the company. \*T&C Apply.





# BACKGROUND


## PBCL : PUB-BAR-CAFÉ-LOUNGE

—  —  
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- INDIAN **PBCL** MARKET IS WITNESSING HEALTHY GROWTH
- INCREASING NEED TO SOCIALIZE AND GET-TOGETHER WITH FRIENDS, FAMILY & COLLEAGUES
- NEW EATERIES OFFERING UNIQUE AMBIENCE, ENTERTAINMENT AND A VARIETY OF FOOD AND BEVERAGES



# THE INDIA 'PBCL' MARKET


- 2022 MARKET SIZE ~US\$ 3 BILLION 
- EXPECTED GROWTH @ CAGR OF ~12%-15% 2023-2027
- GROWTH COULD BE ~20-22% WITH UNCERTAINTIES OF COVID-19
- PUBS, BARS, CAFÉS & LOUNGES CONSTITUTE MAJOR SHARE OF F&B INDUSTRY





# REASONS FOR GROWTH

  
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- GROWING DISPOSABLE INCOMES 
- INCREASING INDULGENCE IN LEISURE ACTIVITIES
- RISING PREFERENCE FOR ALCOHOLIC BEVERAGES
- NIGHT-LIFE & MID-WEEK PARTIES AMONG WORKING POPULATION
- EMERGENCE OF DOMESTIC & INTERNATIONAL PLAYERS
- BRANDS FOCUSING ON FOOD OFFERINGS, AMBIENCE AND CUSTOMER ENGAGEMENT



# LOCATION / MICRO MARKET

  
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- PERHAPS THE MOST DENSELY POPULATED MICRO MARKET IN THE COUNTRY
- ALREADY INHABITED BY OVER 1 LAKH PEOPLE
- WILL EVENTUALLY CATER TO OVER 4 LAKH PEOPLE
- MOSTLY SMALLER / NUCLEAR FAMILIES WITH WORKING PARTNERS
- EATING OUT & ORDERING FOOD AN UPWARD TREND
- INCREASED BUSINESS, HIGHER RENTALS





**NOW....**

**BE A PART OF THE 'PBCL' MARKET**

**OPEN A PBCL BUSINESS YOURSELF**

**'OR'**

**CO-INVEST IN AN ESTABLISHED &**



**PROVEN 'PBCL' BUSINESS**





# 'If' OWN 'PBCL' BUSINESS

  
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- LOCATION, CONCEPT, BRANDING & POSITION
- SAMPLE MENU, OUTLET DESIGN & DECOR
- AUDIENCE & COMPETITION ANALYSIS
  - STAFF HIRE & TRAINING
- CASHFLOWS - CAPEX & OPEX
  - REVENUE PROJECTION
- MARKETING PLAN





# MAKE A WISE CHOICE

 **BOULEVARD WALK**  
BY H&S



✓ **CO-INVEST IN AN ESTABLISHED  
& PROVEN 'PBCL' BUSINESS**







# **AFTER GRAND SALES SUCCESS OF MASTII ZONE CONVENIENCE STORE & BAZAAR**



— **BW** —  
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**NOW  
INTRODUCING...**



**THE HANGOUT WALK**

AT BOULEVARD WALK



**PUB-BAR-CAFÉ-LOUNGE**

**5<sup>th</sup> Floor @BW**



# THE HANGOUT WALK

  
BOULEVARD WALK  
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- GRAB A BITE OF FAST GROWING PBCL MARKET
- **BSP** OF JUST RS.16,000/- PER SQFT / **BASIC INVESTMENT** STARTING JUST 16 LACS
- FURNISHING CHARGES @RS.2000/- PER SQ FT PAYABLE @ TIME OF OFFER OF FITOUTS
- OTHER CHARGES RS.900/- PER SQFT
- GST 12%







**Now Revealing...**

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**VALID TILL 31<sup>ST</sup> JAN '23**



**FOR**



  
BOULEVARD WALK  
BY H&S

- **ASSURED GUARANTEED RETURNS (AGR)**  
**FOR 54 MONTHS ON 100% PAYMENT**
- **AGR @8% PER ANNUM ON BSP FOR 54**  
**MONTHS**
- **PAID IN THE FORM OF 54 PDCs**



# PAYMENT PLAN

- 10% OF COST - ON BOOKING
- 90% OF COST - WITHIN 45 DAYS FROM THE DATE OF BOOKING
- RS.2000/- PER SQFT ON START OF INTERIORS
- ***COST = BSP + OTHER CHARGES***



## ASSOCIATED CAFES & RESTAURANTS ON BOARD:







# ACTUAL IMAGE

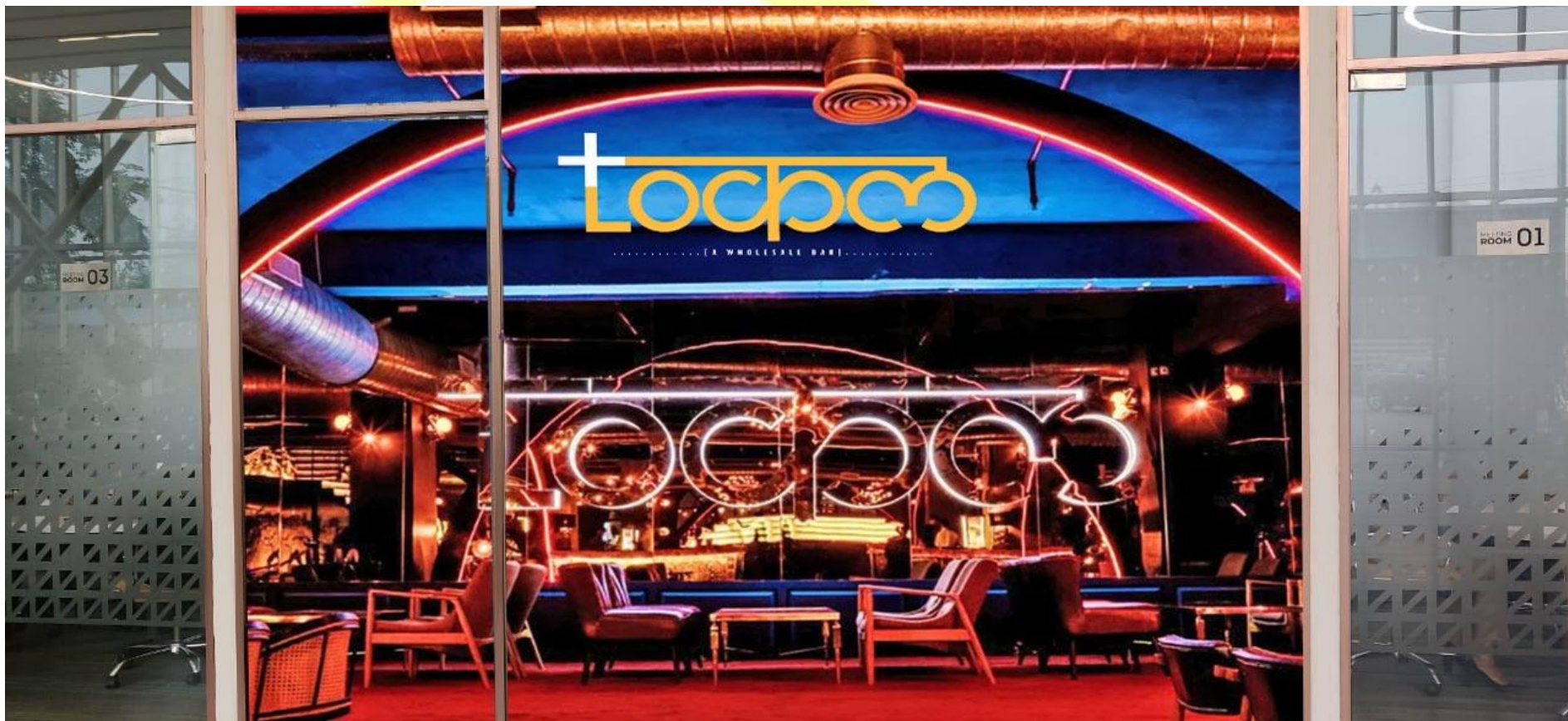
— **BW** —  
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# ACTUAL IMAGE

— **BW** —  
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# ACTUAL IMAGE

— **BW** —  
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# **HAPPY SELLING..!!**

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