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MADE FOR LEADERS

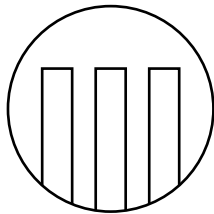
MADE
WITH
COURAGE



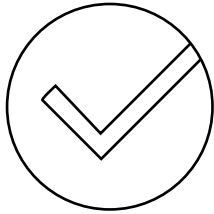
All great endeavours, begin with courage first.

At **Alphathum**, that very courage is our spark for every initiative, be it creating India's most efficient business towers or creating the blueprint for the physical, emotional and financial well-being of the occupants and customers of our developments. We take pride in our pioneering work processes that encourage all stakeholders to challenge their own preconceived thought process to deliver true value and meaningful interaction between people and with nature.

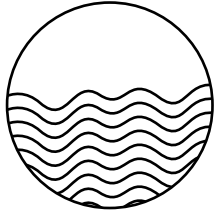
Three high rise towers



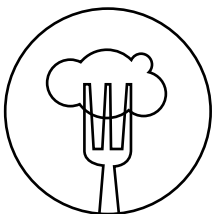
Integrated and intelligent occupant strategies



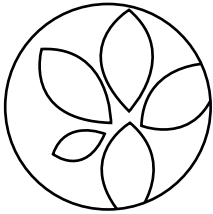
World's largest rooftop infinity pool with zen garden



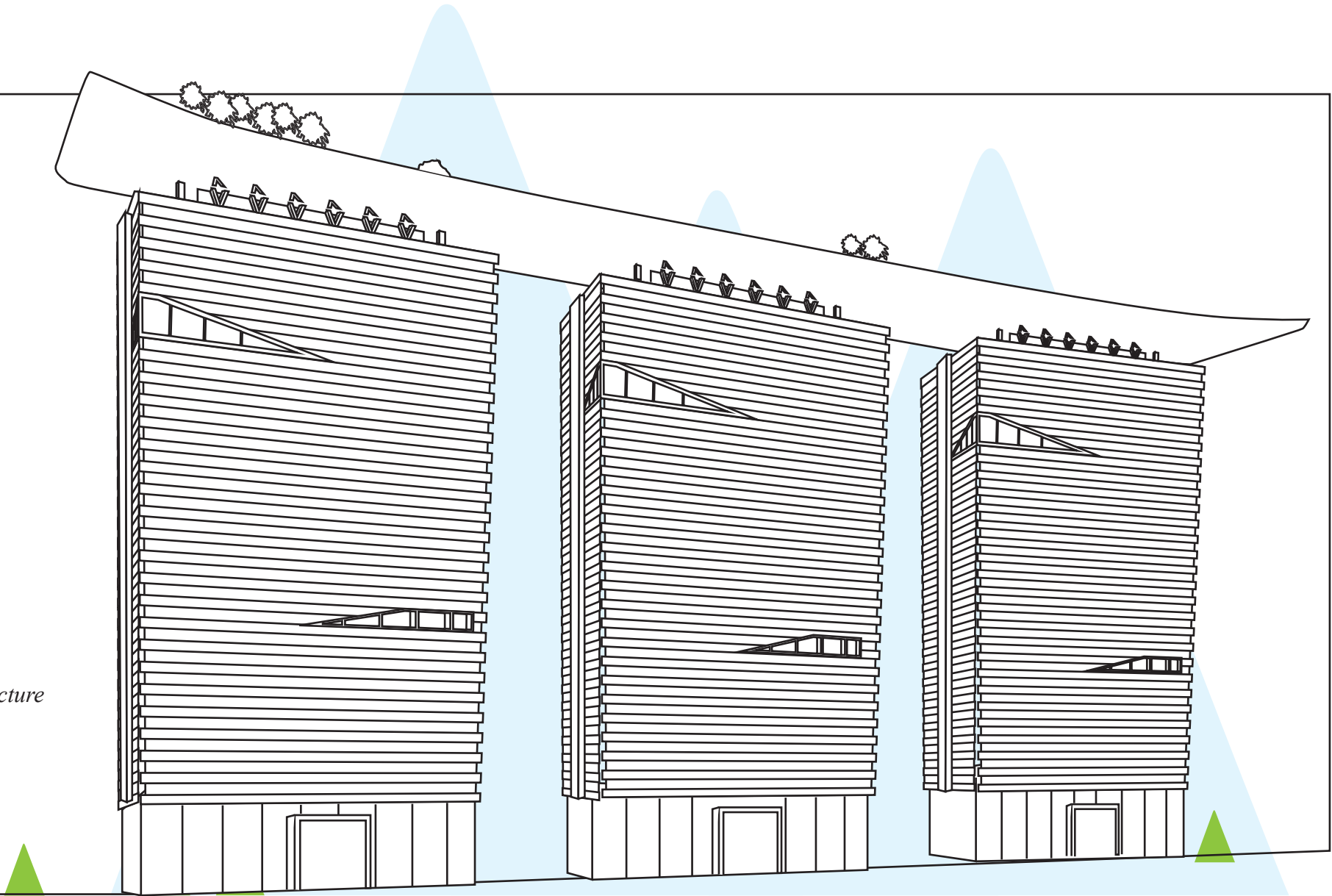
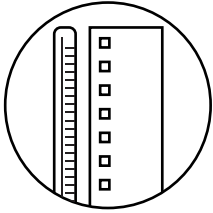
Sky Gardens



Continuous and integrated greens



Climatically responsive architecture



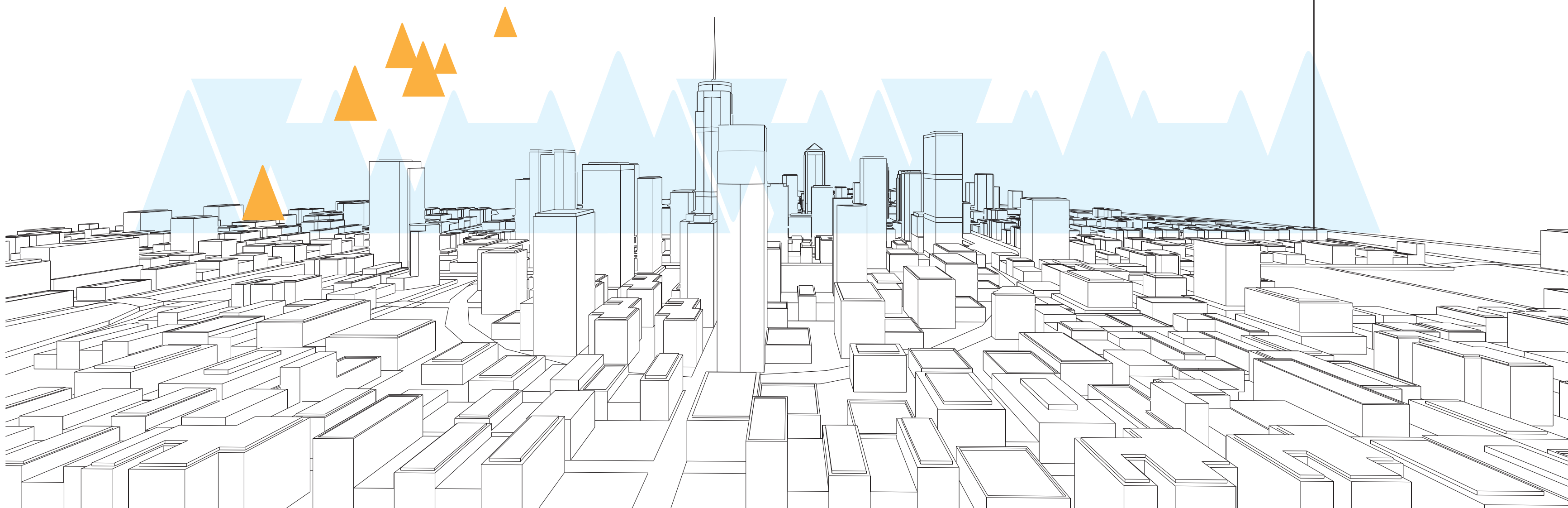


Aerial View of Alphathum



MADE
WITH
AMBITION

The story of NOIDA is itself one of courage. It was envisioned to truly be a hub of the future where the world could come together to create great ideas, products and services. It is only fitting that Alphathum find its home in this visionary launchpad of success. NOIDA is amongst one of India's most successful destinations in terms of investment and infrastructure. It is a study in planning and scalability, a city that will not flinch in the face of rising demands of the future or of the corporate world.



NOIDA/GREATER NOIDA IT DOESN'T GET BIGGER THAN THIS

*4th largest
ITES destination
in the country, in total adds to
about 10% of exports (NASSCOM)*

*The best location in the
country to start
semiconductor
operation,
next only to Bangalore*

*Superior connectivity through
DND-Yamuna-
Taj Expressway
with presence of adequate
social & residential options*

*50 IT/ITES MNCs
already present, 25 of which have
large campuses creating
a captive catchment*

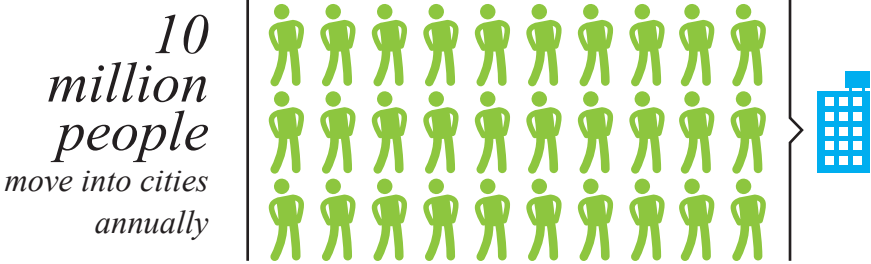
*Includes the
Sports
City –
a 2500
acre
complex
with mid to high
rise apartments,
an FI
Racing
Track
and other
international
standard sports
features and
facilities*

*Supply of trained & educated
manpower to fuel growth –
50 engineering &
management institutes
in Noida/Greater Noida region
including the 511 acre
Gautam Buddha University campus*

*Basic infrastructure planned in
conjunction with real estate development-
expressway,
metro connectivity,
local infrastructure,
electricity, water,
storm water drainage
etc.*



INDIA - A SNAPSHOT



India's real estate sector to be worth USD676 billion by 2025



The total number of cities as risen to 7,935 from 2,774

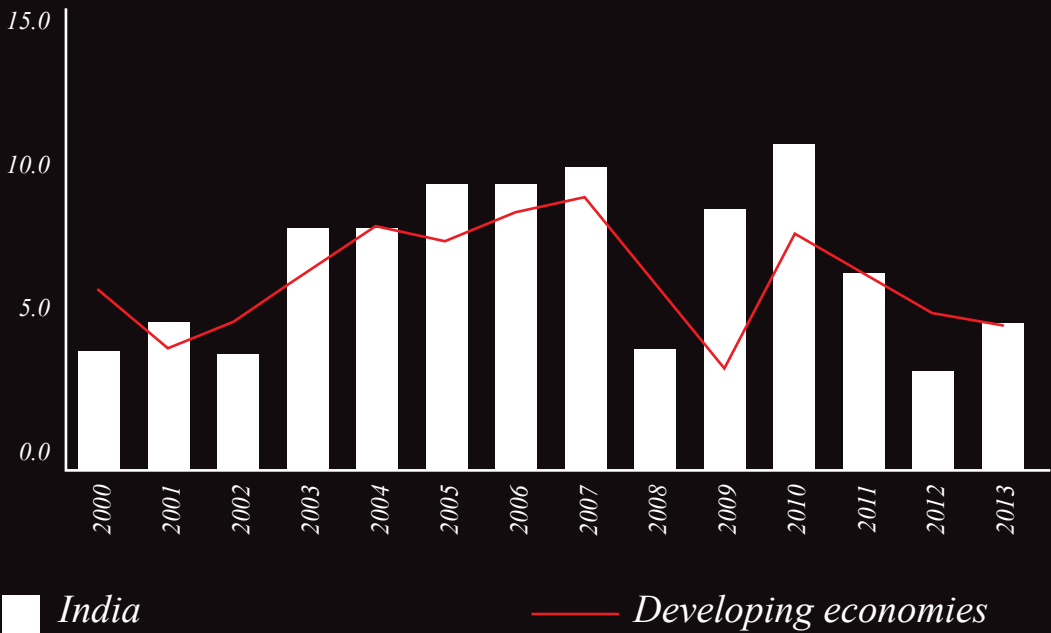


The real estate sector contributes about 6% to the Indian Economy and is expected to rise to 13% by 2028

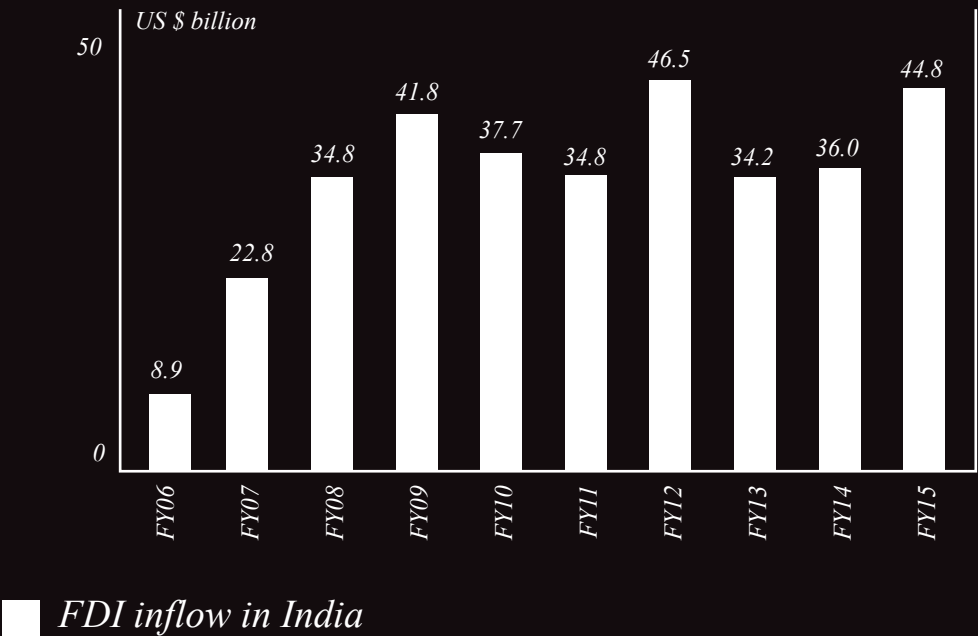
India is expected to become the world's third largest economy by 2028

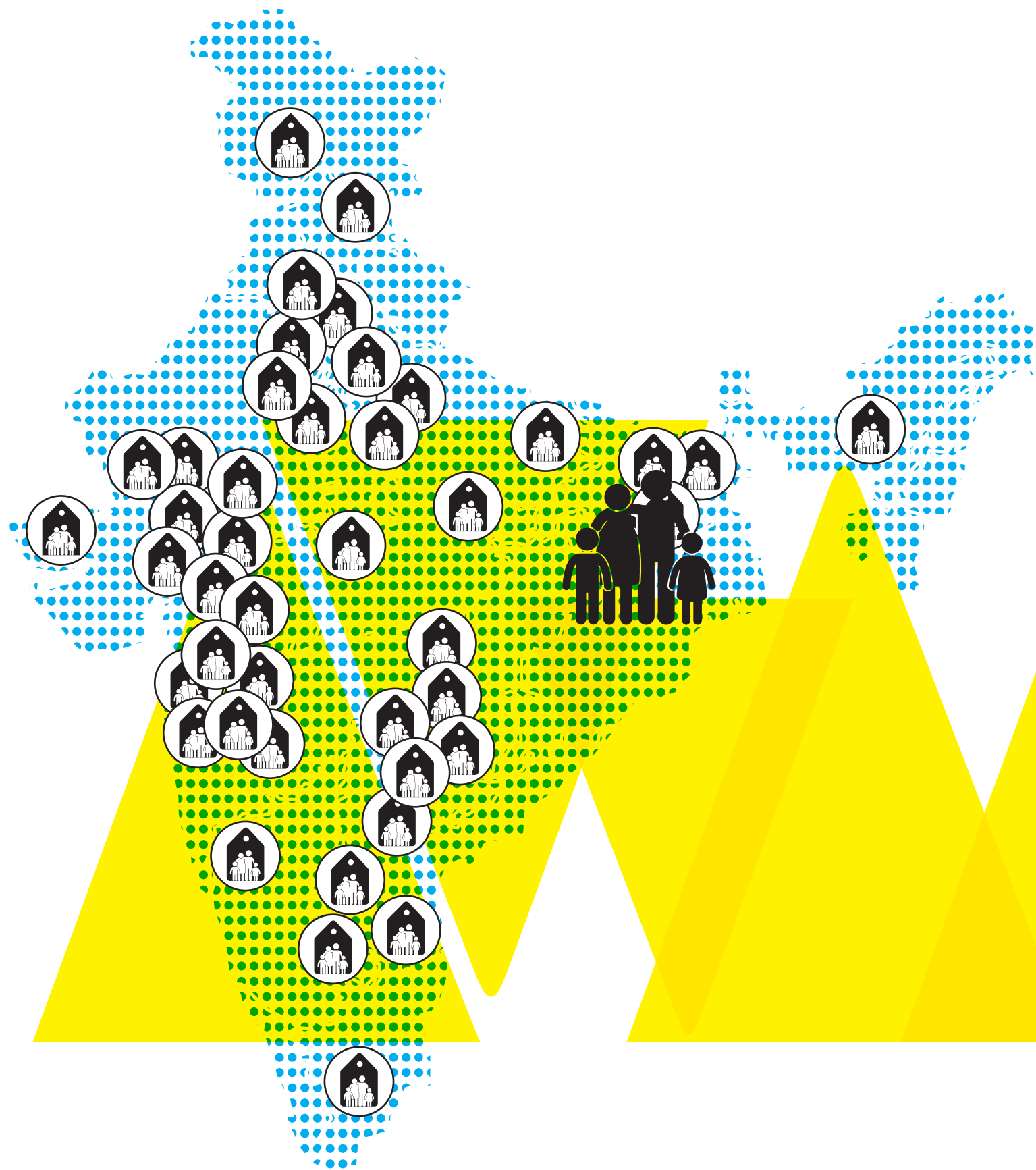
3

India and developing economies GDP growth



India and developing economies FDI inflows



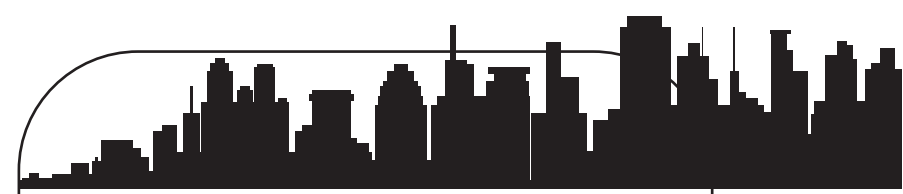


Economic growth

India economy is expected to be the **fastest growing economy** for the next few decades

The growth could be primarily driven by infrastructure investment and the rising manufacturing and service sector

Within the service sector, the growing IT/ITES and banking sectors are expected to significantly add to the demand for commercial real estate

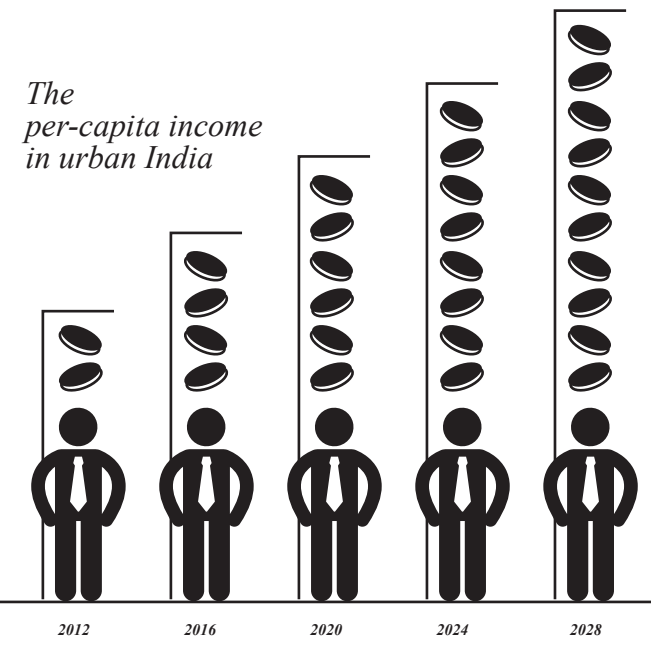


Urbanisation

About **10 million** people are moving to indian cities every year

Urban areas are expected to contribute **70-75 per cent** to nations **GDP** by 2025

The per-capita income in urban India



Rising income level

The per-capita income in urban India is expected to triple from **USD2,800** in 2012 to **USD8,300** in 2028

The rising income supports commercial infrastructure growth



NOIDA THE NEW DESTINATION OF COMMERCE IN NORTH INDIA

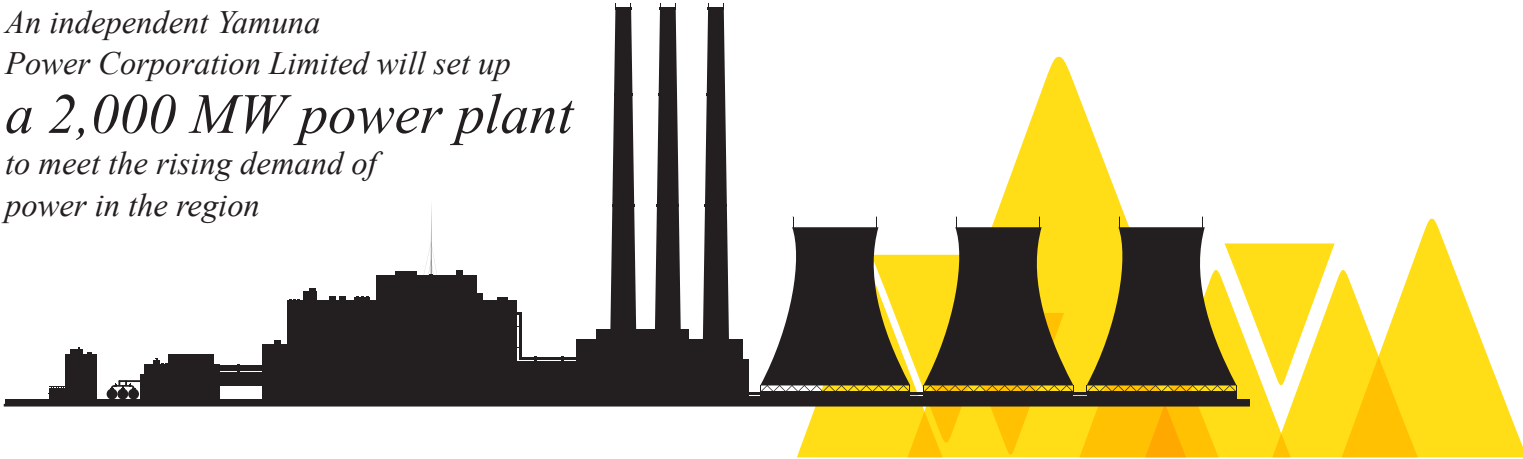
*In the recent years, NCR has been redefined. The shortcomings of Gurgaon have become as apparent as can be and the very future of the city hangs in the balance as rampant development far exceeds the resources that are needed to serve the population that will reside there. Noida, on the other hand, has emerged as the new favourite for corporates and MNCs alike. With its lucrative investment price points and proportionately robust infrastructure, **Noida is where the world is headed.***

*Noida caters to six times the number
of new properties as compared to Gurgaon*

*30 KM Noida & Greater Noida
metro extension expected
to be operational by 2017*

*A 337 acre,
750 crore
Night Safari Project
is being developed to promote tourism*

*An independent Yamuna
Power Corporation Limited will set up
a 2,000 MW power plant
to meet the rising demand of
power in the region*



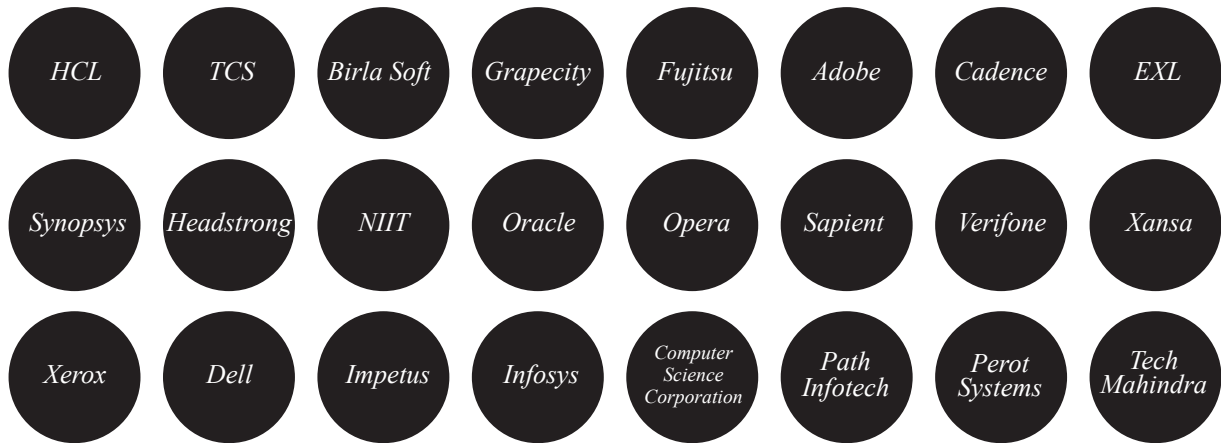
NOIDA CALLING

Most large mobile phone manufacturers have their base in Noida



NOIDA IS THE TECH CAPITAL OF THE NORTH

Some of India's largest technology companies are based out of Noida



GOVERNMENT POLICY AND THE IMPACT ON NOIDA

The Smart City Program - Noida already meets 70% parameters for Smart City

The government has identified 98 locations all over the country as Smart City destinations. There isn't even a single Smart City in Uttar Pradesh. Which is a great boon for Noida as it already meets more than 70% parameters for a smart city and corporates are truly well settled in the region making sure that Noida continues to be a preferred destination of choice for MNCs.



The Smart City Program - parameters

Incentives offered by the up government for the startups, incubators and Small & medium enterprises



REITS - enabling retail investment in the Indian commercial sector

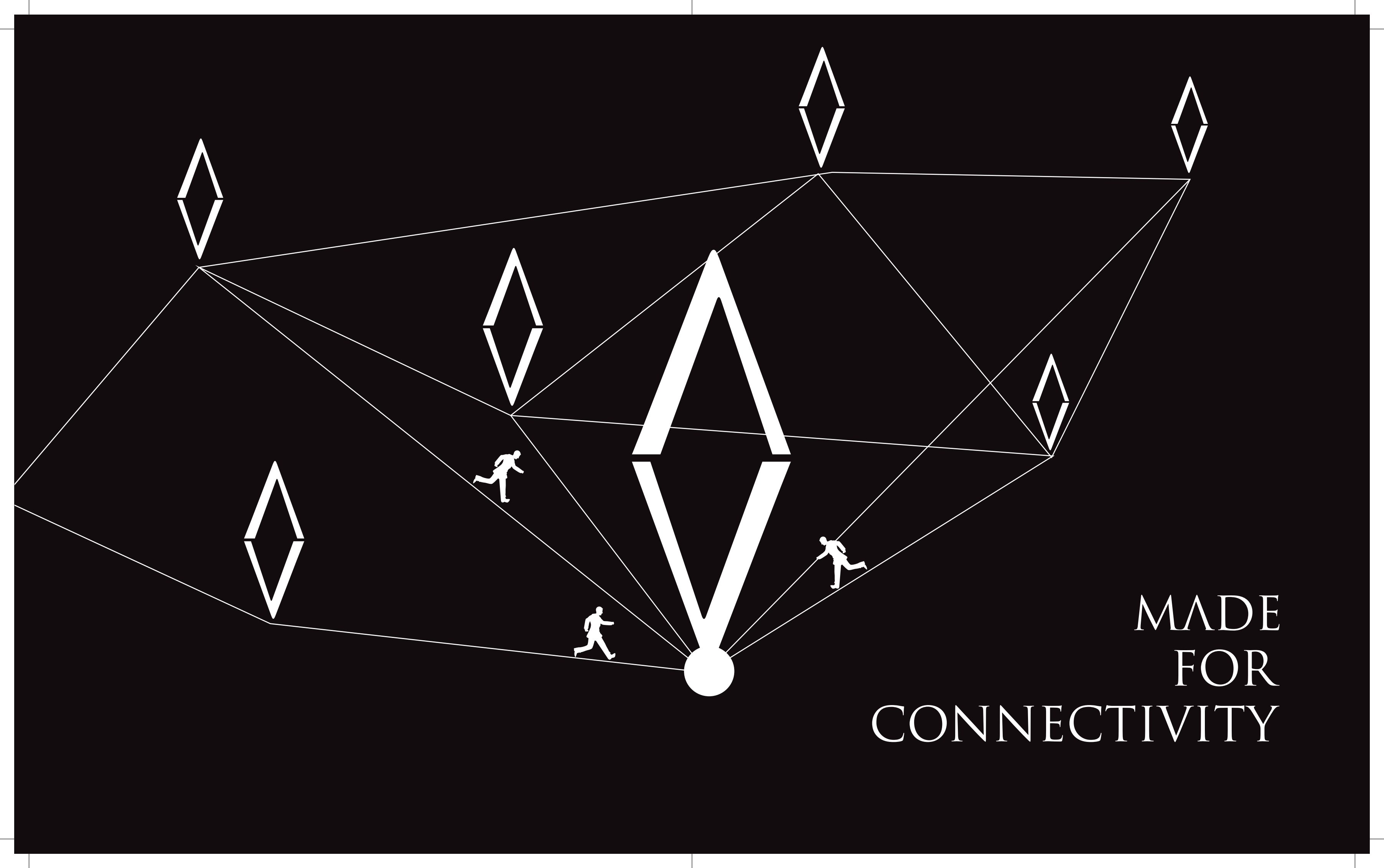


Retail investors in the country can now invest in Real Estate at more convenient price points. With the REITS ruling, capital in the real estate industry will be freely available, speeding up development and creating a more compelling catchment for Alphathum.

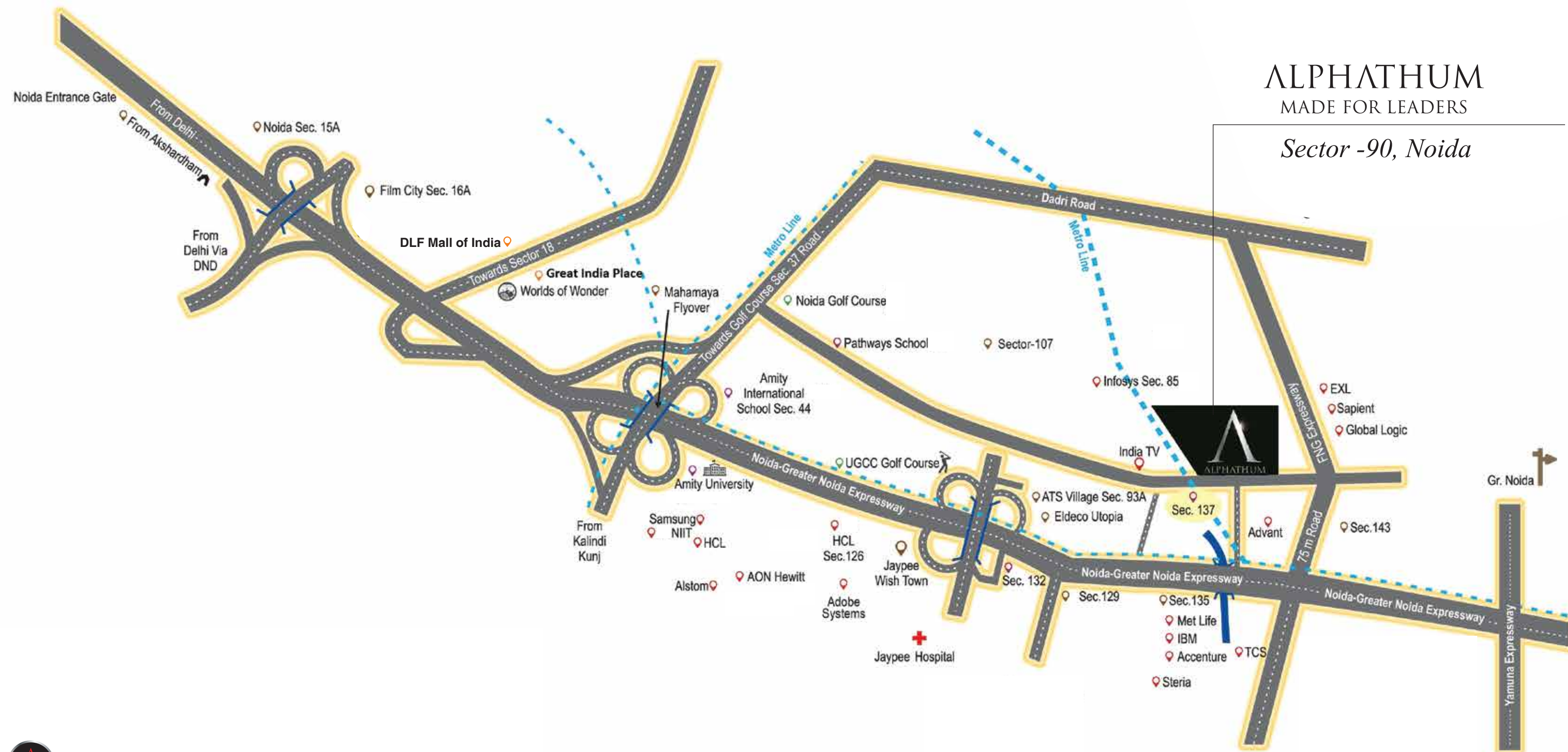
Real Estate Regulatory Act



A much needed amendment in the laws of the country. This is the most compelling argument for investing in Alphathum. The Bhutani Group is an old Delhi based company with enough reserves to fund the entire project on its own ability. The construction will not falter due to a gap in funding and on time delivery is all but assured. Whereas other developers will have a hard time setting aside the 70% in flow in a bank as mandated by the Real Estate Regulatory Act.



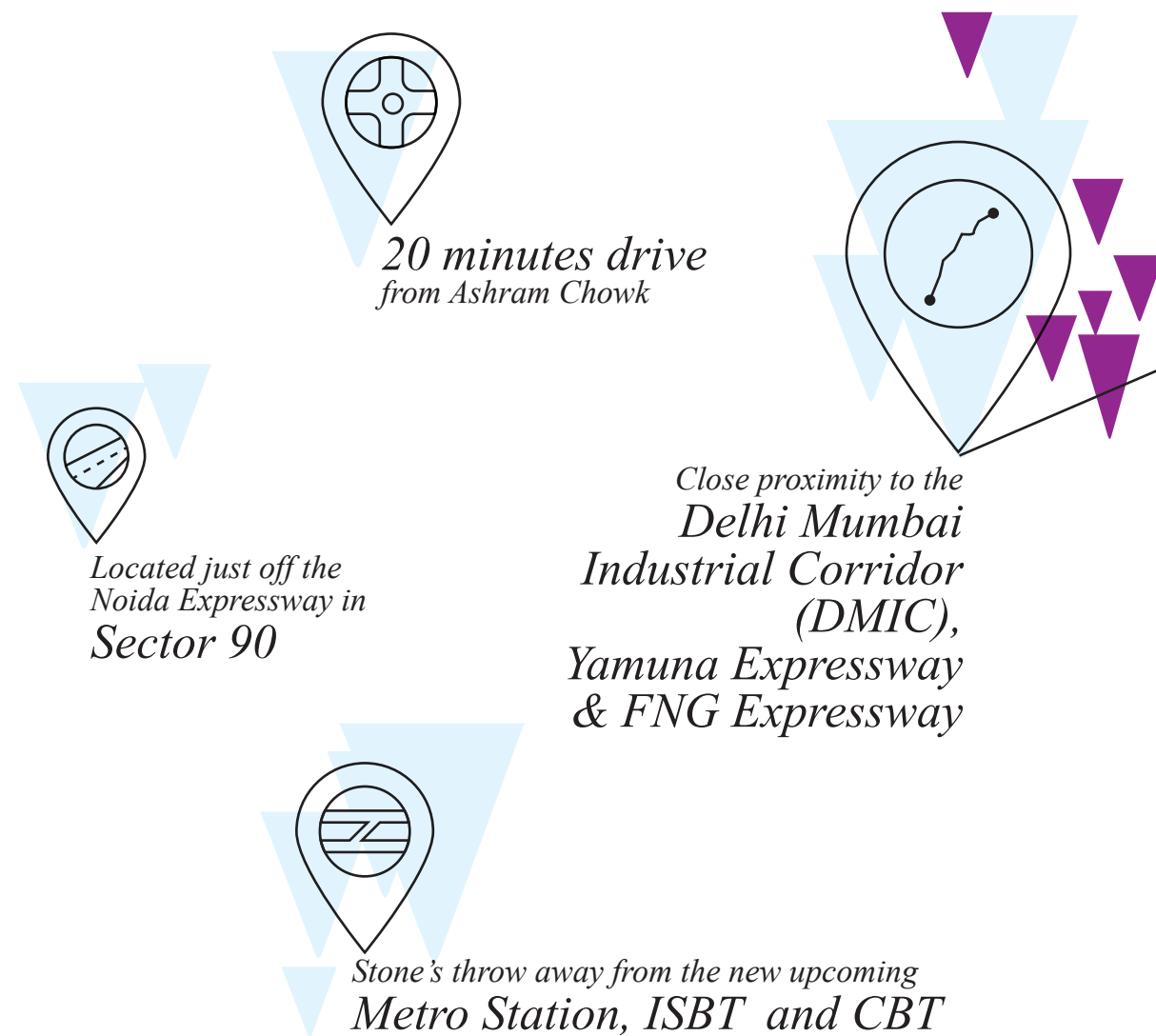
MADE
FOR
CONNECTIVITY



ALPHATHUM

MADE FOR LEADERS

Sector -90, Noida



More than 75000 residential apartments delivered in a km radius leading to a high recruitment base

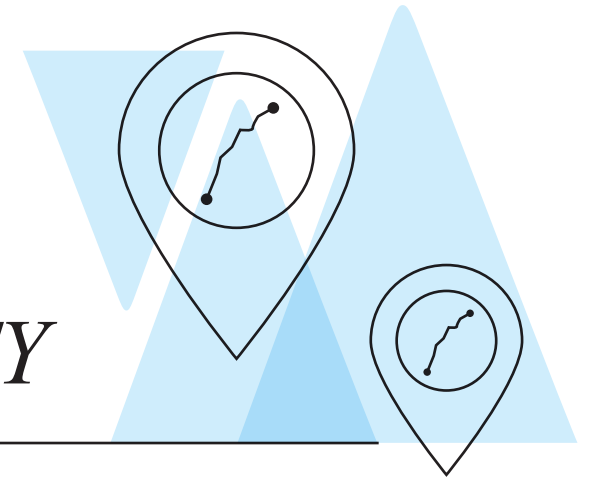
Key infrastructure in place in the neighbourhood, i.e. best schools, multi-specialty hospitals, retail, malls, offices, residential enclaves

Infosys campus coming up with a 28.9 acres just adjacent to Alphathum

Noida-Greater Noida Expressway is already the base for major corporations like Accenture, TCS, Wipro, Infosys, Dell, Barclays, Oracle, Samsung, Steria, Yes Bank and many others



THE CAPITAL OF CONNECTIVITY



NOIDA-GREATER NOIDA EXPRESSWAY

The lifeline of business in Noida, most large corporates are shifting base to be located along this nerve center of commerce.

YAMUNA EXPRESSWAY

Connecting Noida and Greater Noida to Agra and beyond, the Yamuna Expressway is one of the most commendable routes in the country. The excellent infrastructure on either side of the highway has led to the creation of regional economies that are feeding into the larger eco-system of the NCR.

FNG Corridor

The future of connectivity of two hotbeds of commercial activity in NCR - Gurgaon and Noida, the FNG corridor will revitalise the real estate sector and create an unparalleled line of commerce.

Metro Connectivity

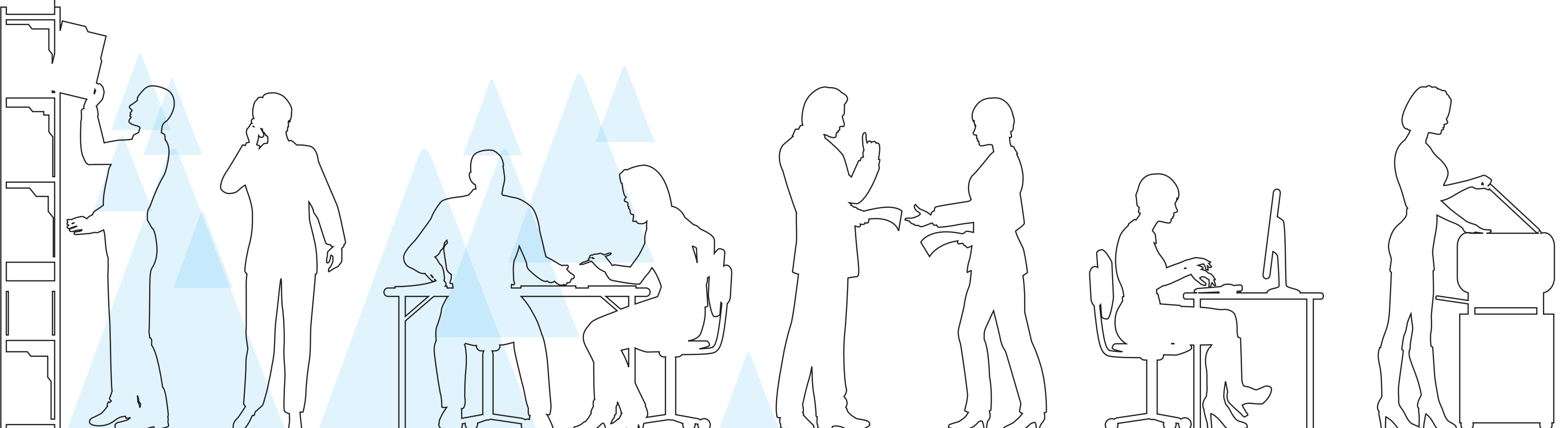
Located Close to the upcoming Metro Station at Sector -137, Noida. The metro station is at the stone throw away distance.

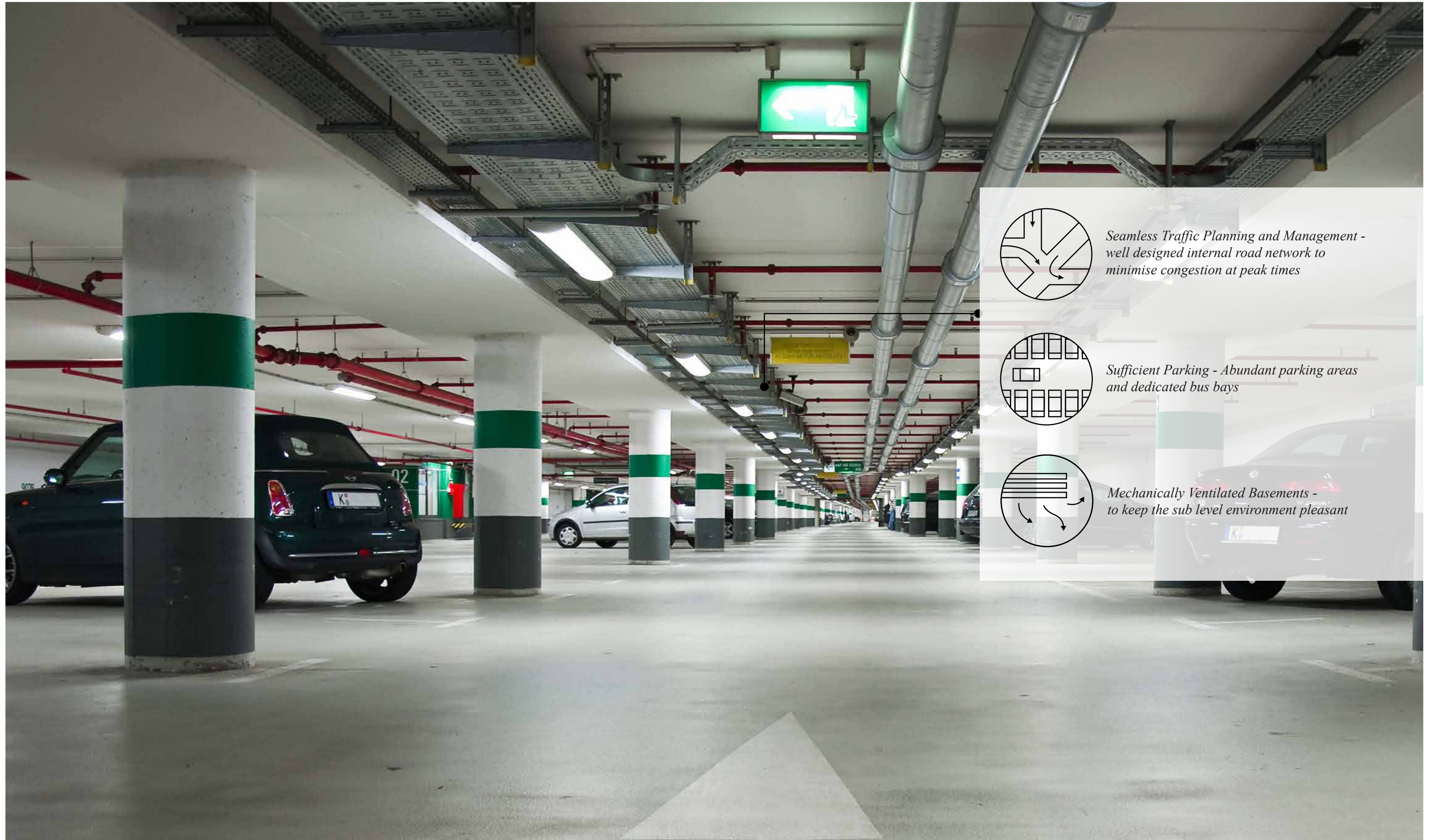


MADE
FOR
EFFICIENCY

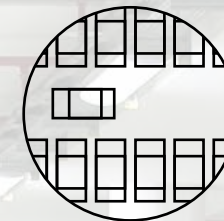


An office is as good as the environment within which it is located. The experience an occupant has within the campus has to be matched in every regard to the experience he or she has within their working spaces. Alphathum, has brought science to the outdoors and created unmatched environments and facilities to make sure the journey of productivity carries on seamlessly.

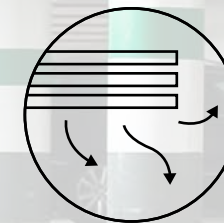




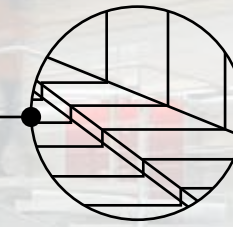
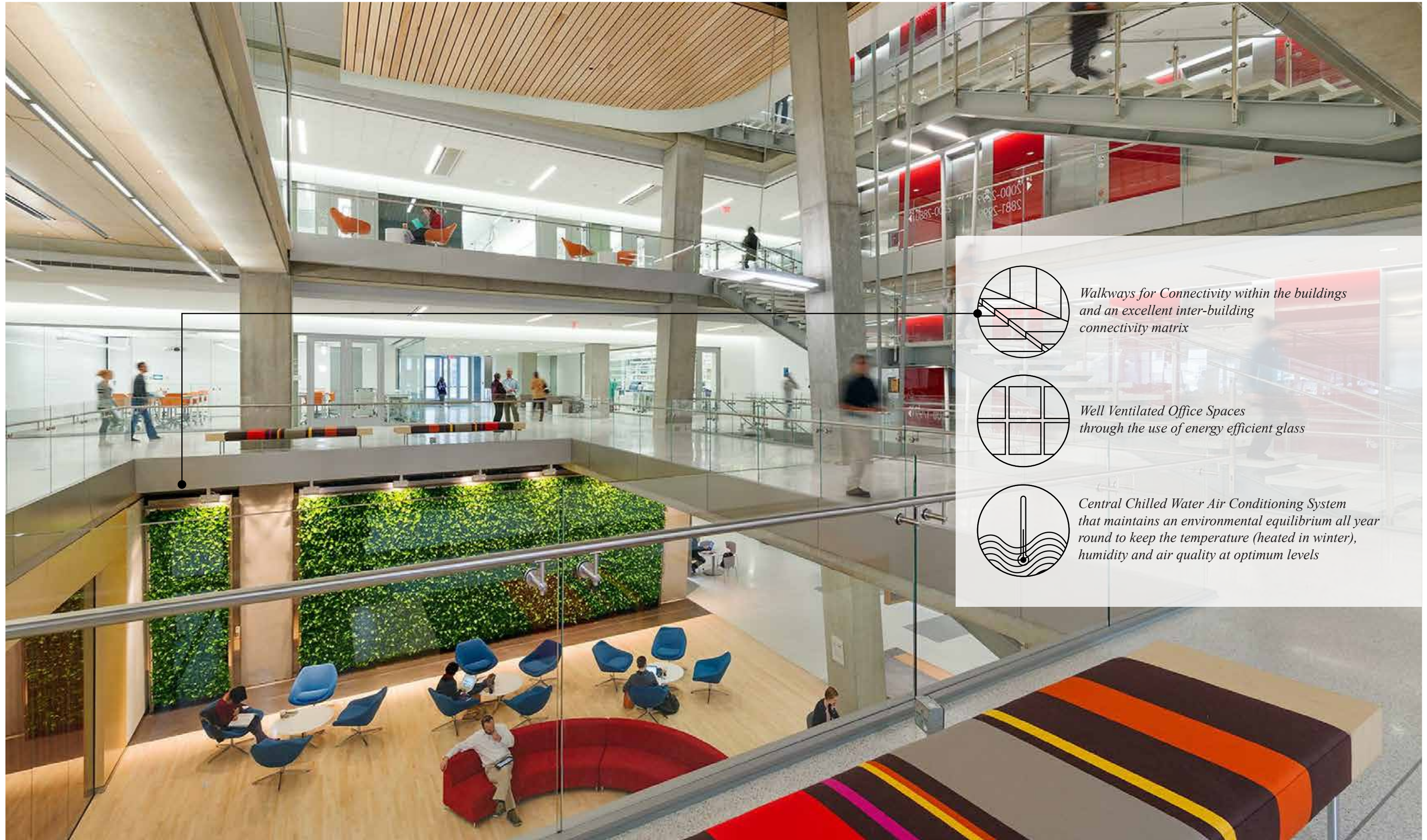
Seamless Traffic Planning and Management - well designed internal road network to minimise congestion at peak times



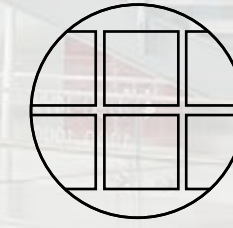
Sufficient Parking - Abundant parking areas and dedicated bus bays



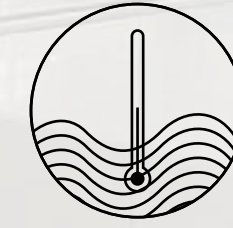
Mechanically Ventilated Basements - to keep the sub level environment pleasant



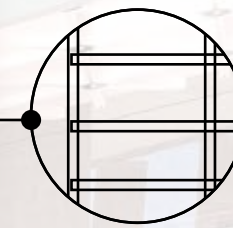
Walkways for Connectivity within the buildings and an excellent inter-building connectivity matrix



Well Ventilated Office Spaces through the use of energy efficient glass



Central Chilled Water Air Conditioning System that maintains an environmental equilibrium all year round to keep the temperature (heated in winter), humidity and air quality at optimum levels



*Construction Methodology
steel structures with speed floors designed by
specialized experts/agencies.*

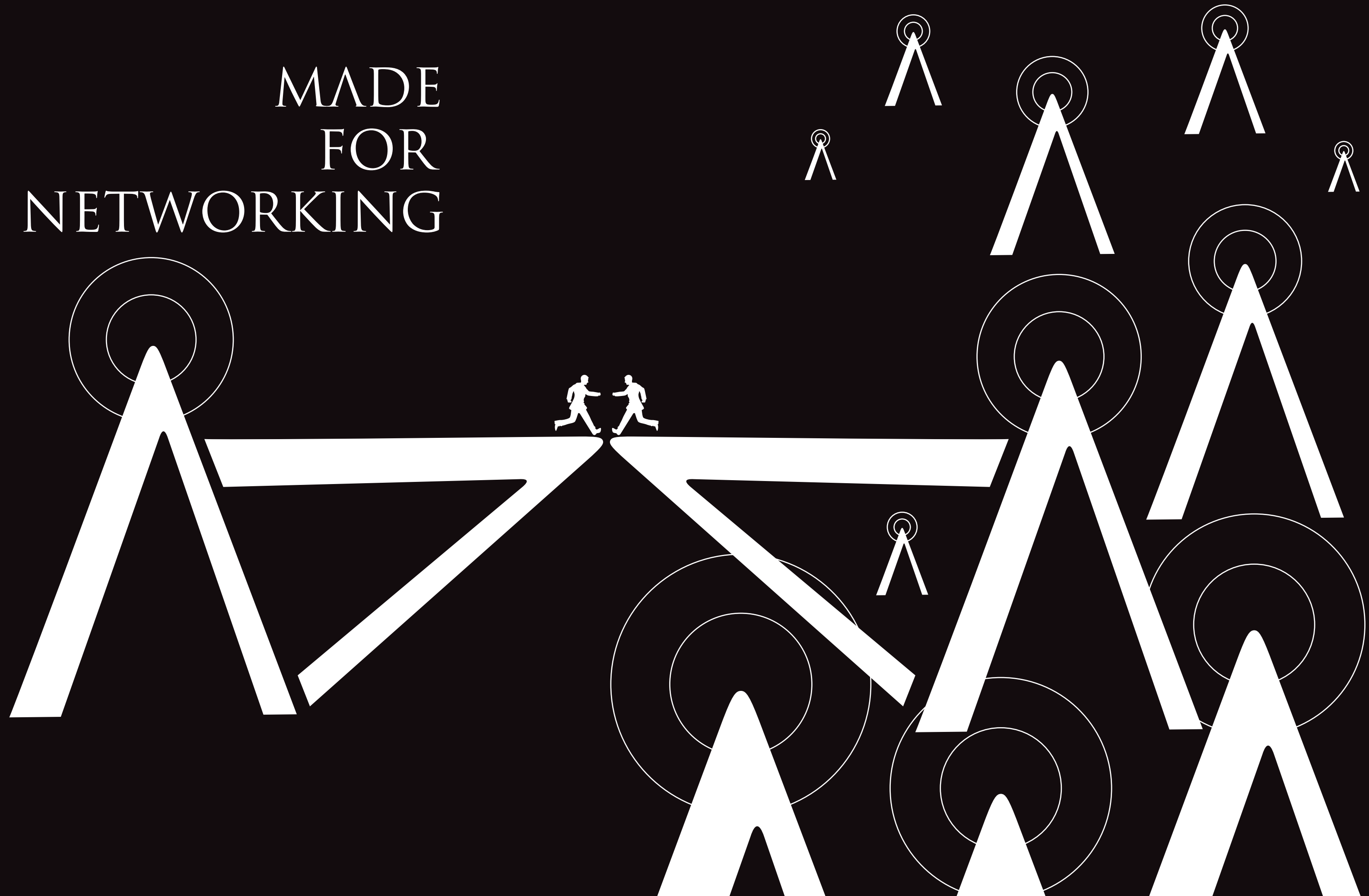


*Ultra Modern Building
with high speed lifts
and exclusive entrance foyer.*

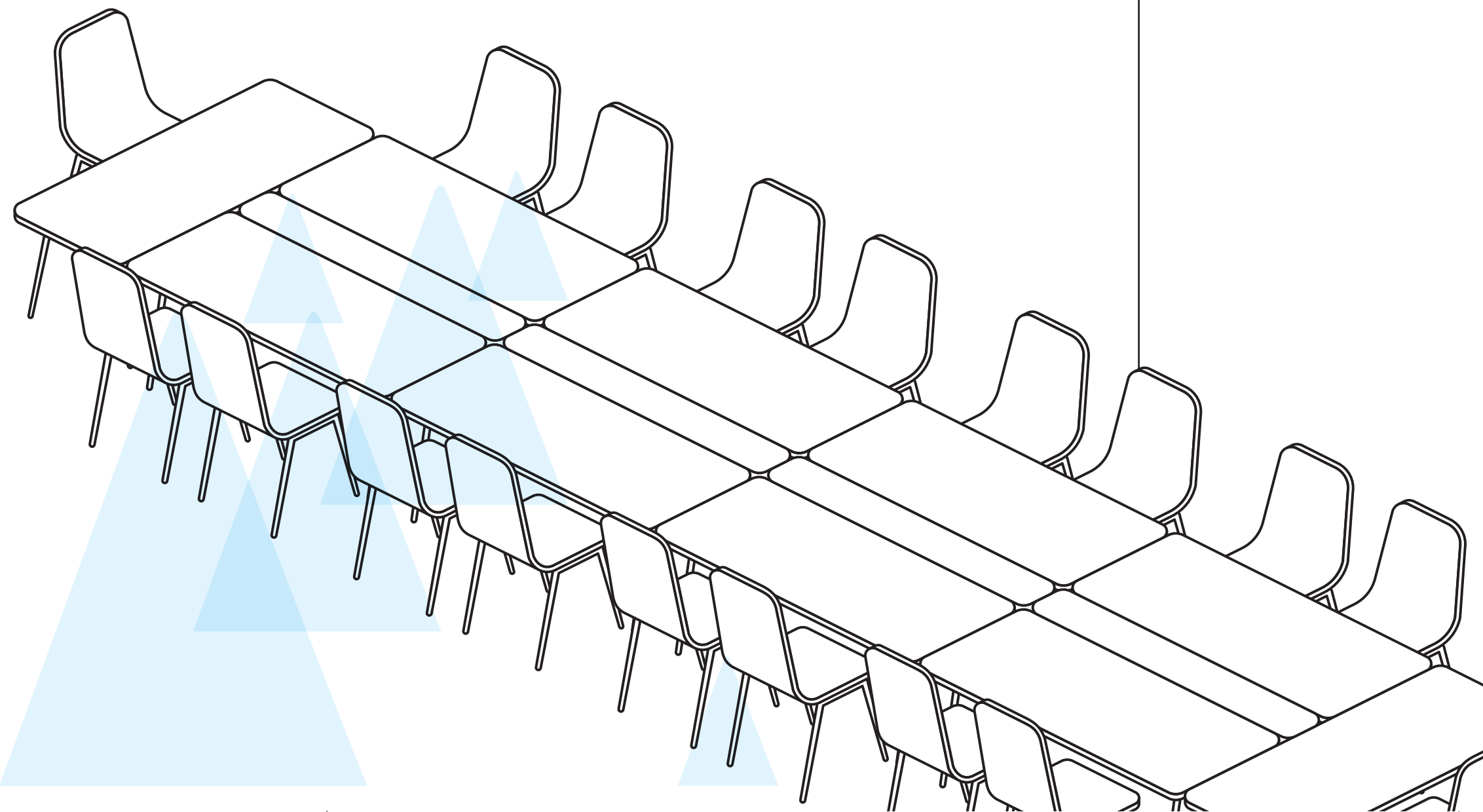


*Automated Building Management System
with hvac to bring down the energy consumption.*

MADE
FOR
NETWORKING

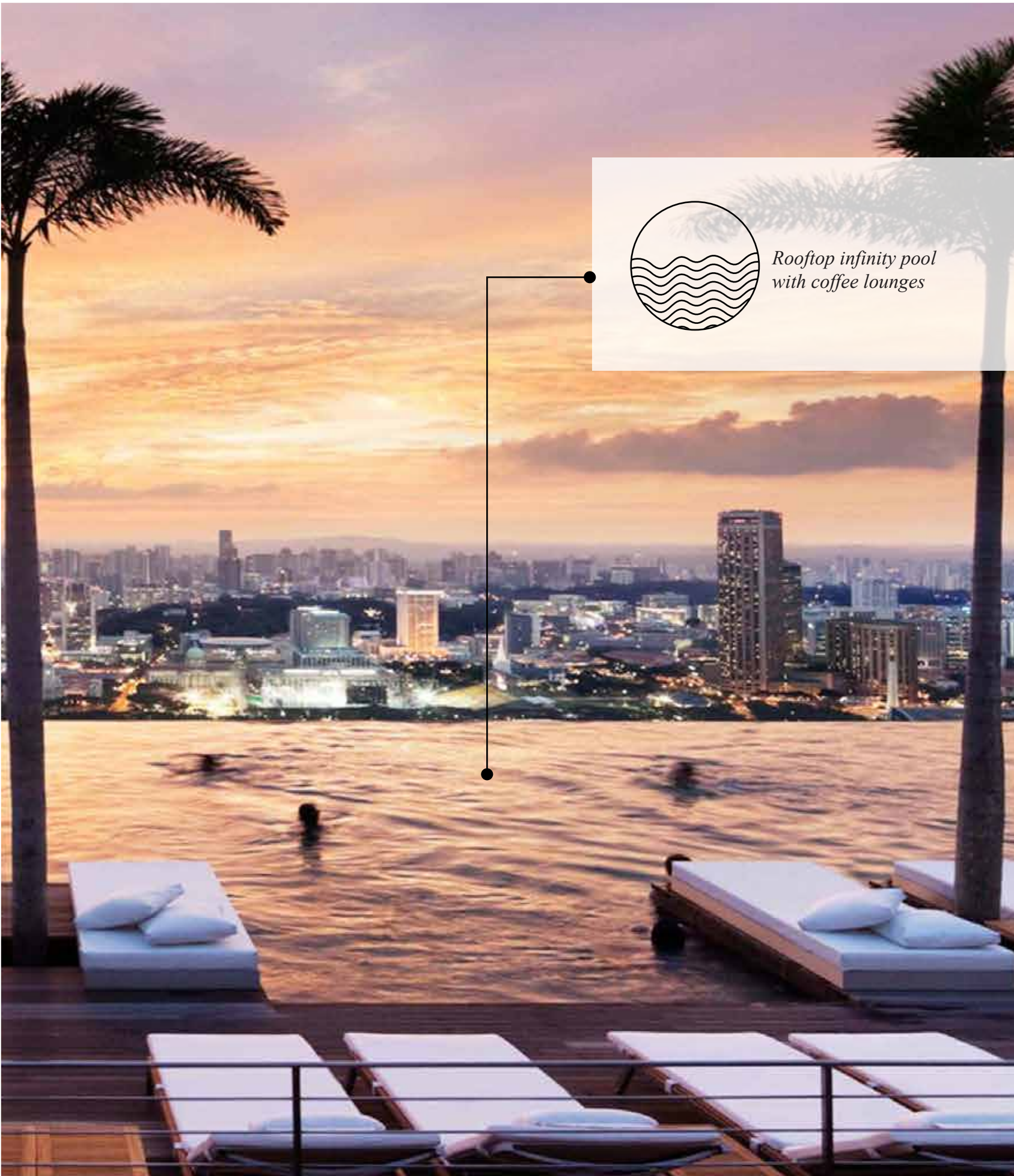


One of the cornerstones of good business is great networking. At Alphathum, we have made sure that the opportunities to network are as endless as the possibilities to grow. With the world's largest infinity rooftop swimming pool, Alphathum is most certain to bring hordes of those who enjoy the better life to the complex for a myriad of features that become active as the workday ends.









MADE
FOR
GENERATIONS

Some believe many good leaders are born not made, yet not many can remain strong leaders unless they constantly sharpen their skills and look for ways to grow. At **Bhutani Infra**, that remains our greatest impetus in growth. With the highest standards of deliveries all across Delhi and NCR over the last two decades, Bhutani Infra is on a continuous trajectory of evolution inspired by and creating best practices in the world of development.



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

iTHUM OFFICE COMPLEX, Noida

WORLD SQUARE HOTEL, Ghaziabad

MULTIPLEX, Ghaziabad





The future of IT parks !

Noida

One of NCR's most successful business destination - i-Thum has created multiple success stories through its facilitation of businesses both in terms of infrastructure and inspirations.



Ghaziabad

A pioneering development in Ghaziabad, The World Square Mall is the destination that the entire city flocks to everyday of every week. And that isn't just for its convenient location but also for the constant and exciting events calendar.





Ghaziabad

A favourite of business travelers in the region, The World Square Hotel is know through North India for its warm interiors and exceptional service.



MULTIPLEX

Ghaziabad

*Fun Cinemas-
1000 seater*



ALPHATHUM SITE OFFICE

Noida

An iconic address needs an Iconic beacon. The site office for Alphathum is a beckoning design that is a culmination of innovative thinking and futuristic technology.



BHUTANI INFRA CORPORATE OFFICE

Preet Vihar, Delhi

The upcoming Bhutani Infra office in Preet Vihar is testimony to the group's vision and dedication to innovation which is its fundamental value and guiding principle.



Site Layout Plan

Legend

- 1 Entry/Exit
- 2 Driveway
- 3 Round-about
- 4 Drop-off
- 5 Parking
- 6 Signage Wall
- 7 Water Body with Planter
- 8 Gravels with Loose Planter
- 9 Gazebo
- 10 Alt. Planting with Feature Column
- 11 Pathway
- 12 Waterbody
- 13 Pergola with Bench
- 14 Paved Deck
- 15 Landscape Lawn
- 16 Senior Citizen Lawn
- 17 Kids Lawn
- 18 Yoga & Meditation Lawn
- 19 Half Basket Ball Court
- 20 Tennis Court
- 21 Amphitheatre
- 22 Waterbody with Floating Wooden Deck
- 23 Mound with Plantation
- 24 Planter
- 25 Tensile Feature
- 26 Plaza
- 27 Bench with Planter

