

LIVE THE  
URBAN LIFE

**CITY**  
**CENTER** **150**

THE NEW LANDMARK OF NOIDA RETAIL

# EXPERIENTIAL RETAIL HAS A NEW ADDRESS



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, it's equally adept as a leisure hub, where you can sit in the open air and savour life.



CITY  
CENTER 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 their 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 give you another reason to pause and absorb in the experience.



# PANORAMIC FRONTAGE TO CATCH THE WORLD'S EYE



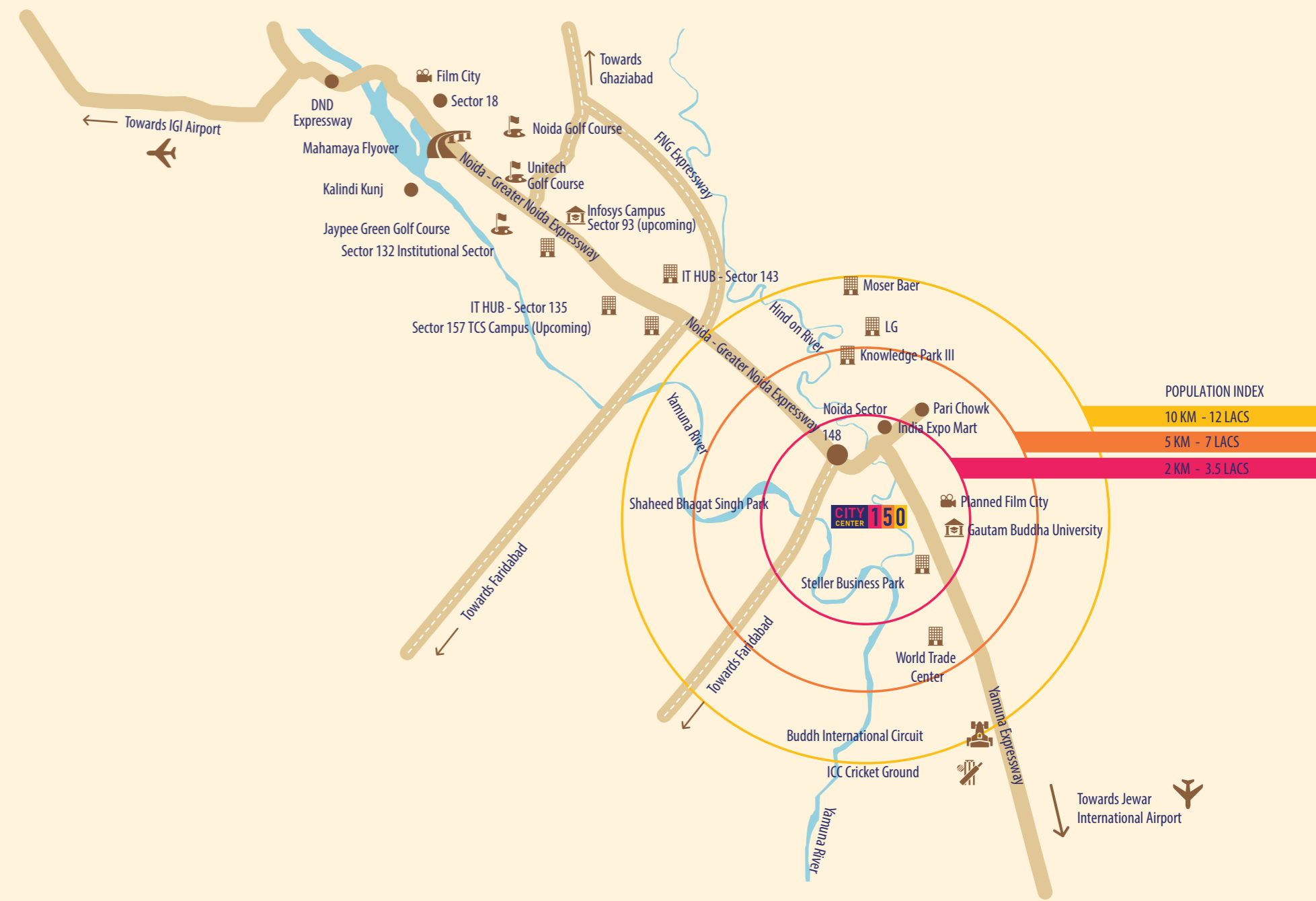
# RISING AT THE CUSP OF TRANSFORMATION



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 is right 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, 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
- 15 mins drive to Film City, Noida
- 30 mins away from Sector 18, Noida
- 10 mins drive to Pari Chowk, Greater Noida



# THE NUCLEUS OF URBAN LIFE



City Centre 150 exudes vibrance and energy because its ambience reflects the aspirational allure of Sector 150. The many premium apartment complexes in the area, along with the 40-acre park in front of the high street, bring a steady flow of visitors, who come to City Centre 150 to fulfil their daily needs and pamper themselves with varied experiences. The strategic location of this project makes it a part of the social infrastructure of not just Sector 150, but also of the surrounding neighbourhood including Greater Noida. The appeal of this high street will be further enhanced through the proposed residential developments on the same land area.

Surrounded by premium residences that drive footfall into City Center 150

At the Noida's most premium sector



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



# DESIGNED TO ENTHRALL, INSIDE OUT

The open, interwoven design, City Centre 150 enchants the shoppers right from the start. The cubism-inspired architecture relies heavily on graphical clean lines on the outside, and interiors that are integrated seamlessly. Strolling down the high street, face to face with the most premium brands from the world of apparel, jewellery, personal care and more, a person could easily find their way into the open air.

The Walking Street, located within City Center 150, opens the gateway to 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 QSRs and pop-up shops with ambient seating

Designated space for live entertainment and performances





# A RETAIL SPACE AS BIG AS YOUR AMBITION



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Flexible spaces and formats to cater to the needs of every segment  
Availability of different retail store sizes and categories



# FROM LIFESTYLE EXPERIENCES TO EVERYDAY NEEDS



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 as well as 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 large 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.

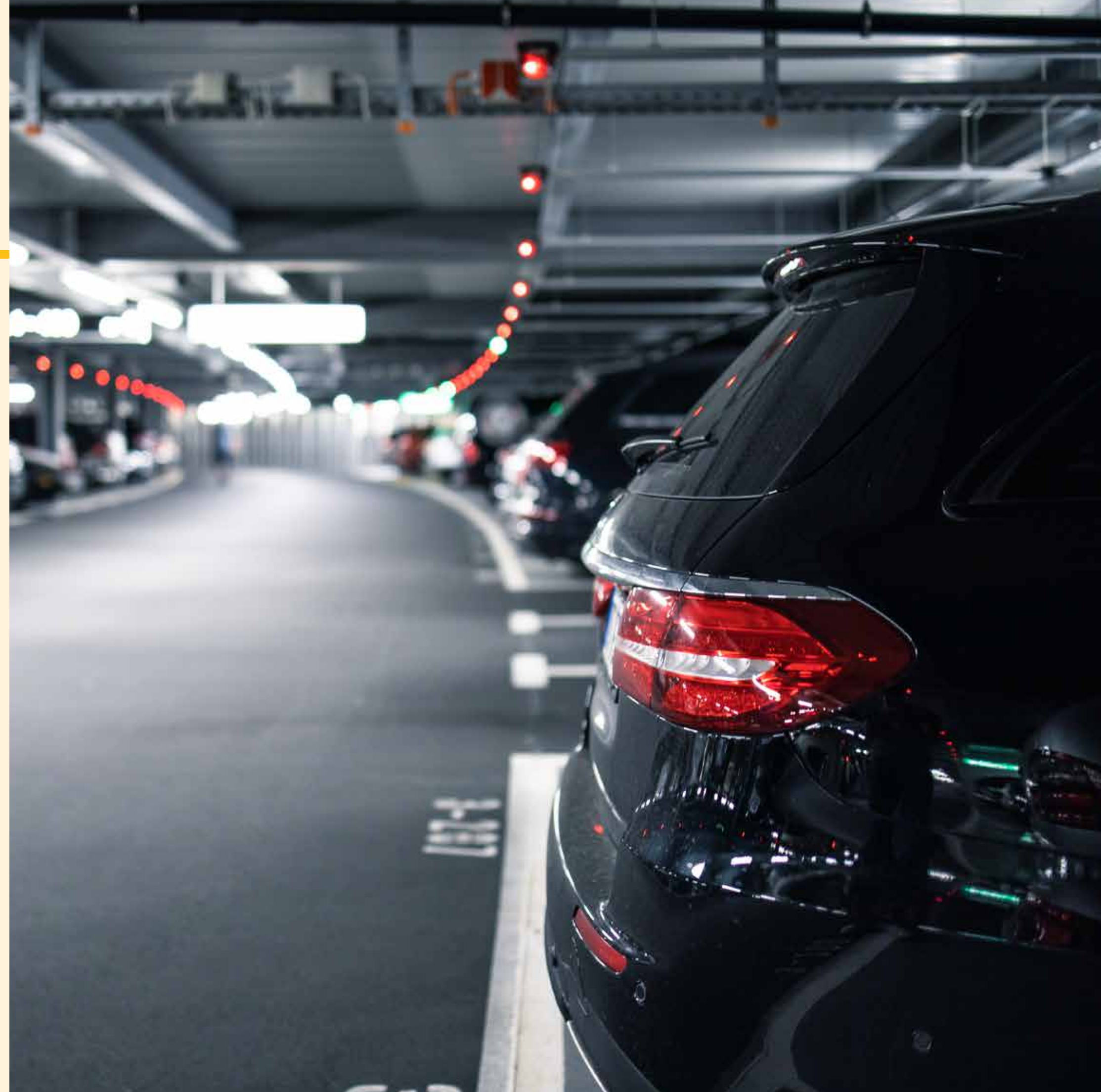
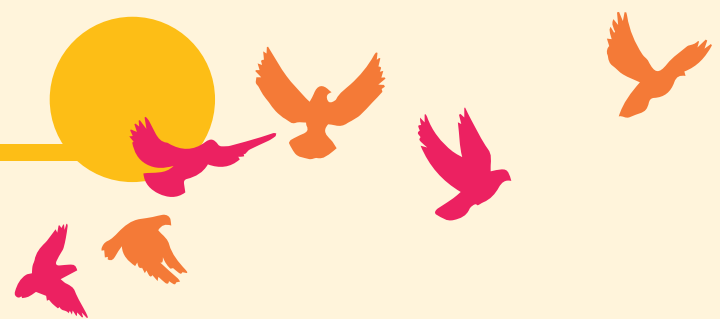
Expandable anchor stores

Space for an enormous supermarket in the basement

300+ parking spaces



- AL-FRESCO STYLE ARCHITECTURE
- CUBISM INSPIRED DESIGN
- 500+ FEET (158 METRES) FRONTAGE
- MODERN GLASS FAÇADE
- LOCATED ON A 30 M WIDE ROAD



# THE ULTIMATE GAMING AND ENTERTAINMENT DESTINATION

In today's world, people are not seeking things, they are seeking experiences. They are constantly on the lookout for things to do that take the routine out of their lives. For urban dwellers, gaming zones are the new destinations for fun and thrill. Bolt is the ultimate gaming and entertainment zone that offers diverse kinds of activities including video games, simulation games, indoor sports, immersive experiences, virtual reality and more.



# BRINGING TOGETHER THE FLAVORS OF LIFE



Central Dine brings together an array of fine dining restaurants and bars at one place, and opens up a world of flavors to explore. From authentic Indian food to international food, it has something for everyone's taste. Add to it the amazing bars, live music and concerts, and you get a great nightlife. Whether it's a casual dinner, a cup of coffee or a great get together, find yourself overwhelmed with possibilities.

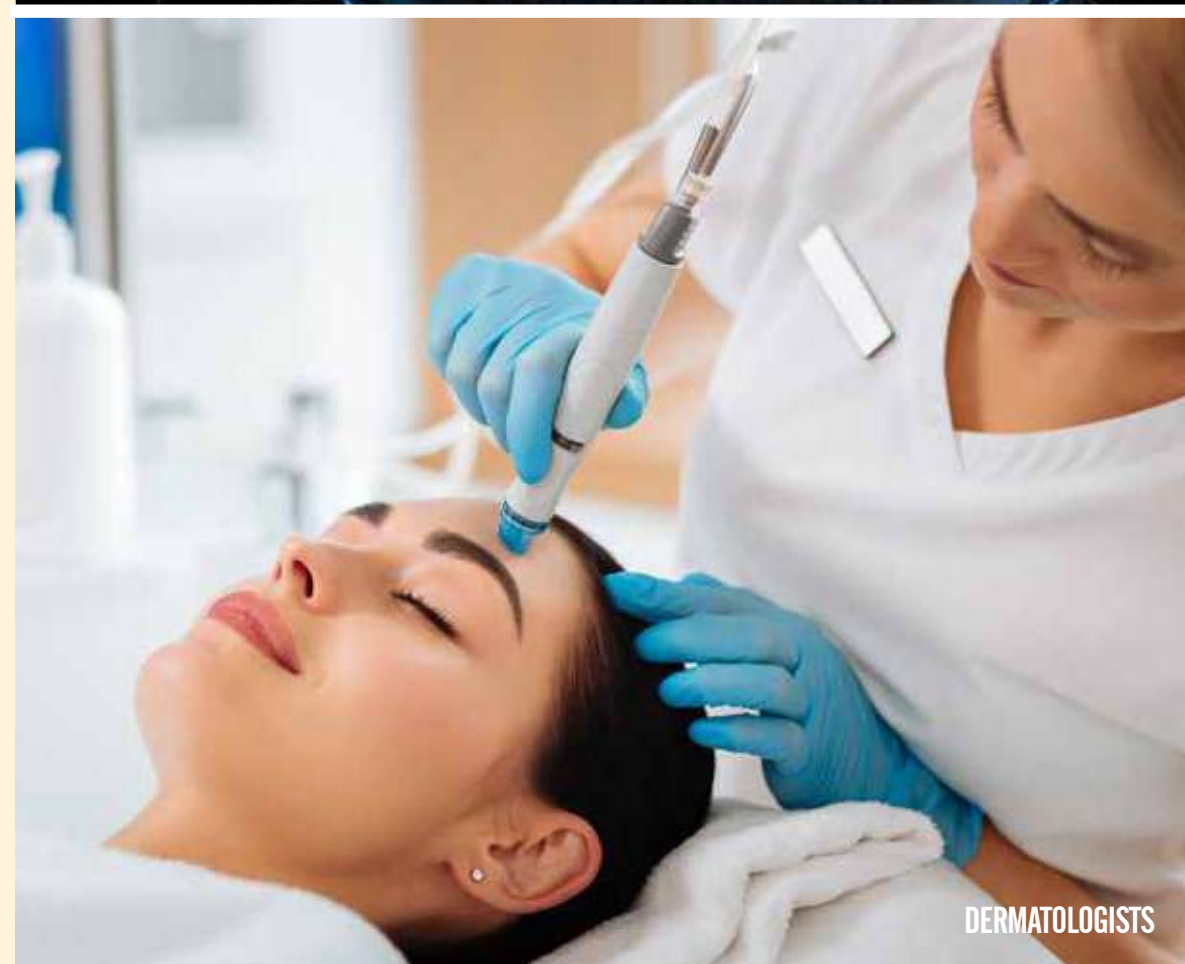
Space for dedicated food court on the second floor  
Spaces planned for multiple entertainment options, trendy gyms, salons & spas



# WHERE WELLNESS IS IN HARMONY WITH INNER PEACE

Find the perfect balance between body health and mental enrichment at Noida's first dedicated space for wellness - Bhutani Wellness. It brings you the most advanced therapies from different parts of the world to elevate your body, mind and soul experience.

The objective of Bhutani Wellness is to create a holistic balance in your life, through a combination of therapies that address your life and health at a complete level.



# A WORLD OF SWEET DELIGHTS



Bakers' Alley brings together the finest bakeries and cake shops from NCR and India. From croissants to tarts and fluffy baguettes, it is a bakery lovers' paradise. The art of baking is very old, and yet it is one of the most interesting food spaces with myriad possibilities for creativity and innovation. Bakers are exploring various kinds of themes that make them unique. By bringing them on a common platform, Bakers' Alley is opening up a world of sweet delights to explore.



# 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.

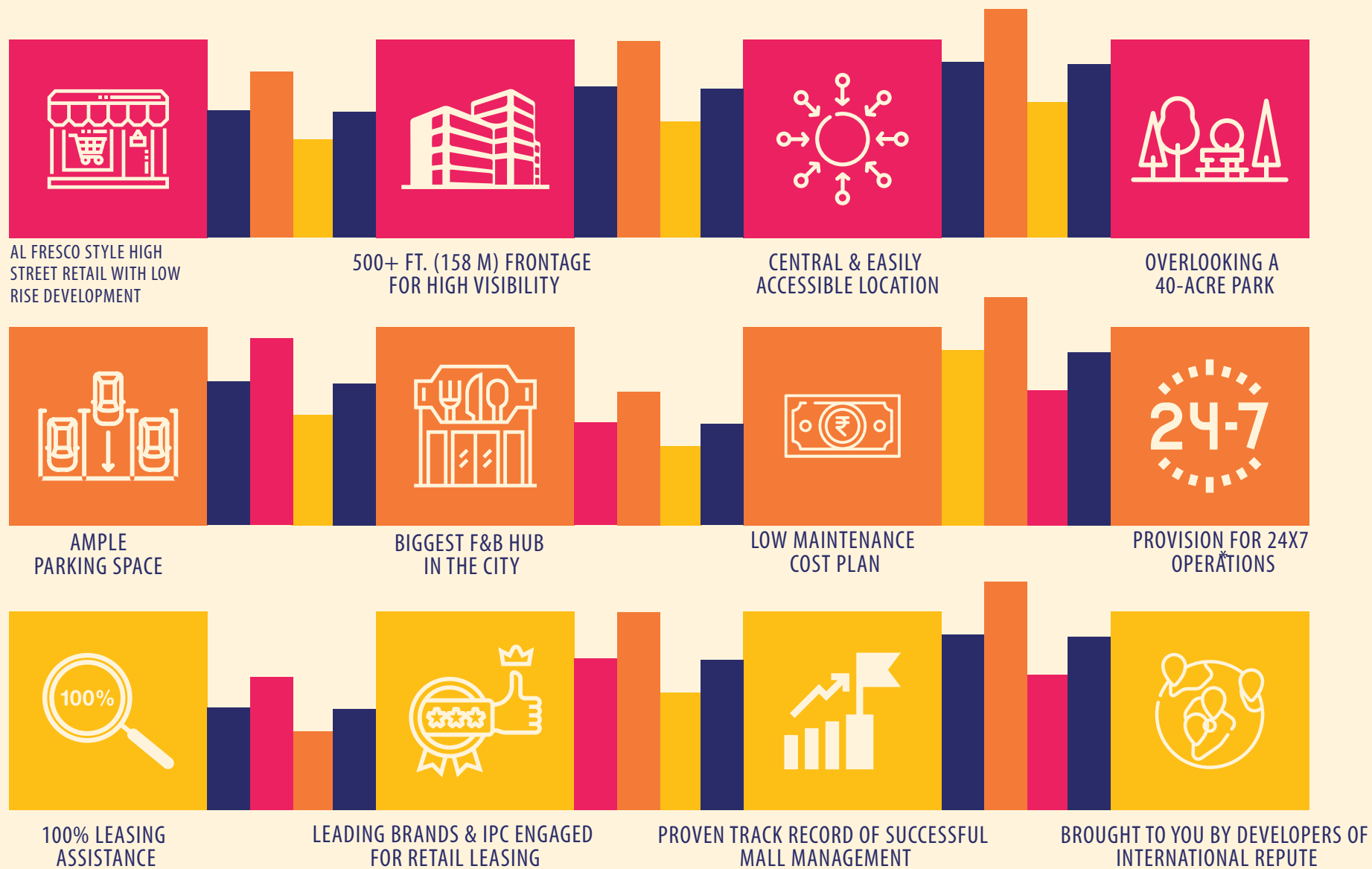
The pubs at City Centre 150 add another facet to its dazzling after-dark transformation into Sector 150's trendiest hotspot. They add a dollop of glamour and style to the natural charm of City Centre 150 and its breathtaking terrace views and are the perfect places to celebrate the good life.

Plan for iconic restaurants and pubs with attached terrace  
Breathtaking views of the 40-acre park





# PROJECT HIGHLIGHTS



# SPECIFICATIONS

FLOOR DESCRIPTION	
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"> <li>Basement - 5.25m</li> <li>Ground Floor - 5.1m</li> <li>Typical Floor - 4.5m</li> </ul>

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

# DELIVERED PROJECTS



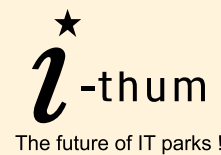
Offering one of the largest infinity pools in India, Alphathum lays the ground for efficient and smart office spaces.



Arrive at an exclusive address. It's Noida's leading retail destination. Enter a space that's designed around your needs and enhanced by excellent hospitality services. Leave your worries at the door, this is your space where your priorities are respected.



Techno Park is one of the commercial development located in Noida. It offers spacious and skillfully designed office space on 4th & 5th Floor. The project is well equipped with all the amenities to facilitate the needs of the office people.



The I-THUM is a landmark development and the future of IT Parks in Noida, Sector 62. It offers Commercial Office Spaces and also shares the campus of the Corenthum including some leading banks.



World Square Mall, by Bhutani Group is one of the leading malls in Ghaziabad with a multiplex, banquet, and a 3 Star Hotel, as its part.



World Square Hotel is a 3-star property in Ghaziabad that provides a comfortable stay and unmatched hospitality along with the easy access to the entertainment, shopping, and business hubs of the region.

# ON GOING PROJECTS



Part of a 26.8 acres mixed-use development, Cyberthum is NCR's tallest commercial tower with world-class spaces, mall in the sky, and Bolt, one of India's biggest gaming and entertainment centers.



Bhutani 18 is a part of a meticulously planned integrated township sprawling over 1.52 acres. It brings together everything that forms a part of a great community, from residences to offices, retail, sports, entertainment, education and healthcare.

- 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





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