

Alpha **G** CORP
▪ Expect the finest ▪

 **MAGNUM INTERNATIONAL**

ALPHA G: CORP PRESENTS



Real Conversations / Interview / spaces / future / plans

Real Conversations

IMAGES:
NATURE
HAPPINESS
WELL BEING
HARMONY

VALUES:
TRUST
TRANSPARENCY
DISCIPLINE

Gurgaon, february, 2011

GURGAON ONE
PEOPLE & LIFE



Its not tough
to find
everything.

we are
selling rare
things.

second
step!

Calm,
Serene,
Pristine.


GURGAONONE
SECTOR 22

A dream home
begins with a
dream.

An oyster
is home
to a pearl.

The art of the sequel. The honour of the encore. The mystique of GurgaonOne, Sector 22, Gurgaon, is now all set to be recreated by Alpha G: Coarp at Sector 84, Gurgaon. A soul structure that will stay true to the spirit of GurgaonOne, a structure that inspires to soar higher, to go beyond and create new benchmarks.

In the pages that follow, we will celebrate the experience that is GurgaonOne, Sector 22 ; and invite you to be part of the dream of GurgaonOne, Sector 84. The potential of a great lifestyle and a great life.


GURGAONONE
SECTOR 84



People



Real Conversation

/1

The Roy Chaudhury Family
GH1-4C

-Love the green zone at GurgaonOne

“The high that
Comes from living
a life, where you are
connected
to your roots, yet
Not disconnected
from the world.”

I wanted to finally settle down in life. At forty five years of age with a caring wife, two lovely children, and Tequila, our pet dog, I was content to drop anchor. The house had to be special, a place which could be home to me and my wife even after the children left. A place which would hold all the memories I had gathered from so many of my life's experiences – my travels, my work. There were so many options, but GurgaonOne stood apart from the moment I saw the designs. Frankly, no matter how much you think about it, buying a house is a leap of faith. But the unrelenting and uncompromising perfection, the boldness of design made all other options pale in comparison. From the quality of the construction, to the integration of sports facilities including tennis courts, a basketball court to the swimming pool, each element is perfectly poised with careful attention to detail that can only be seen to be experienced. The two acre dedicated green zone is not merely an excuse for one, quite the contrary, it is an area which nurtures the health of its inhabitants and has evolved into a space which fosters a sense of community amongst them. There is a dedicated pet zone looked after by Anwar, the attendant who takes care of Tequila and the other pets. Its these small things that really add value to our life at GurgaonOne.



Real Conversation

/2

Rajiv and Jyoti Malhotra family
GH3-12A

-Loves his tennis at GurgaonOne

“We are both
number crunchers,
and at GurgaonOne,
we are counting
our blessings.”

Before I tell you about our life in GurgaonOne, let me tell you about me and my husband, Rajiv. We are both number crunchers. I'm a Chartered Accountant and work with Colt technologies as Associate Director. Rajiv is a Chartered & Cost Accountant and works with Intercontinental Hotels as VP & Head of India Global Service Centre. We have a son, Shaurya, who studies in the eight standard of Heritage School, Gurgaon. Before purchasing an apartment at GurgaonOne we did our number crunching and figured out that with just 240 homes in a 10-acre area, we would get to live in a complex with low home-density ratio. Simply put, this means that even at full occupancy, facilities are not at any stress, and we all have room to move around without stepping on each other's toes. We're so glad we did this thinking before buying in, because I've heard from friends who live in other places and complain about long queues just to get into the swimming pool. Dealing with numbers everyday is a taxing job and takes a toll on us. Every evening we have a match at one of the beautiful flood-lit tennis courts. So after work, Rajiv rushes home and works towards a wild card entry at Wimbledon! From my perspective, as a working mother, it is a very secure feeling to live inside a guarded, gated community with all facilities. Shaurya can go and play without me worrying about his safety. The security staff is always polite and always alert on the job. Being a part of GurgaonOne is a pampering experience and provides one the opportunity to focus on the most important thing – Living.



Real Conversation

/3

Mrs Sunayana Roy Chaudhury
GH1-4C

-Loves to discover herself at GurgaonOne

“I needed space
for my soul to find
a sense of freedom,
as it sought to find
A balance between
duty and dreams”

There are many roles I play. Mother, Wife, Soulmate, Professional, the keeper of my childrens' secrets and the custodian of my husband's concerns. All this takes up space in my mind. So much so that it sometimes gets tough to find space for myself. Space for my identity, for my sanity. Relocating from Sydney would've been tough had it not been for GurgaonOne, which made the transition barely noticeable. It has been smooth sailing for the kids too. My son, Shantanu, finds his own space here. It seems that very careful attention has been paid to create space for every member of the family. A lot of imagination has gone into the design. This was expected given the reputation of the architects behind the design of GurgaonOne – Arcop, one of the chief reasons why we bought an apartment here. My daughter, Priyanjali is a real water baby. She is addicted to the outdoors and loves the swimming pool and cycling in the complex. For me, GurgaonOne is more than just a home. It is a space where I unwind, create and discover my self. I simply love the way the space has been intelligently negotiated to create private and interactive spaces. Ten minutes on the balcony facing a thousand acre green belt is a transformational and transcending experience. The complex has beautifully landscaped, immaculately manicured lawns, that roll under your feet like a celestial carpet, rejuvenating your mind, and restoring your soul. The Club House. The Gym. In-complex shopping – We are pretty spoilt in here. A lot of facilities that others dream about are pretty much taken for granted here. With each passing day I grow ever more confident that GurgaonOne is an investment into a brighter, more secure tomorrow.



Real Conversation

/4

Shilpa and Vikram Vij
GH2-9A

-Loves to cook at GurgaonOne

“I love to cook.
He loves to watch.
It's a happy feeling
being here.”

With Vikram and me both working late on most of the weekdays it becomes very tough to indulge in my passion of cooking on a daily basis. On weekends though, I take it upon myself to prepare something new and exciting. Before making the purchase decision we had a close look at how the kitchen was going to turn up because for us it is a place where we get to share our experiences from work and discuss our plans for the future. I'm glad that at our apartment in GurgaonOne, the kitchen was neatly designed with the basic elements well spaced to allow for efficiency and minimal fatigue while cooking. With several other working couples at GurgaonOne, soirées are common and a lot of fun. Here, I get to exchange ideas on cooking and we all comment on each others' efforts. We also frequently invite people to dinner and the first time conversations usually revolve around how well the kitchen is designed, how spacious the apartment feels or the quality of the construction. On many occasions we hear people exclaim how nice it must feel to live in a locality with a dedicated green area and closely in touch with nature. Living in GurgaonOne is a matter of pride for us and for all other inhabitants.



Real Conversation

/5

Harshdeep
GH2-4A

-Loves Manchester United and GurgaonOne

“When I am not playing football, I'm watching football, when I'm not watching football, I am dreaming football.”

I'm an out and out sports person. Be it football, cricket, swimming or tennis, I keep hopping from one to the other. Football and tennis are my favourites. I am a commerce student in the 12th standard of Ryan International School, Vasant Kunj and play football in my school with my friends. At GurgaonOne after school I play tennis with my buddies. I'm very competitive by nature and sometimes matches run till it gets dark. I like playing in the dark under the floodlights cause it makes me feel like a tennis pro! At GurgaonOne I've met several of my buddies and that's a lot of fun cause here we have enough space to chill out together. Sometimes on weekends I invite friends over to my place to play football on my play station too. On Sundays father and me go swimming together and sometimes we race in the pool as well. In freestyle I'm always win and lately I won my first backstroke race as well. On Sunday evening we usually go to one of the shopping malls nearby and have a round of Table Tennis before dinner if we can find the time. Most of my friends who live in other localities come to GurgaonOne to hang around and I guess that's because there are so many cool things to do around here!



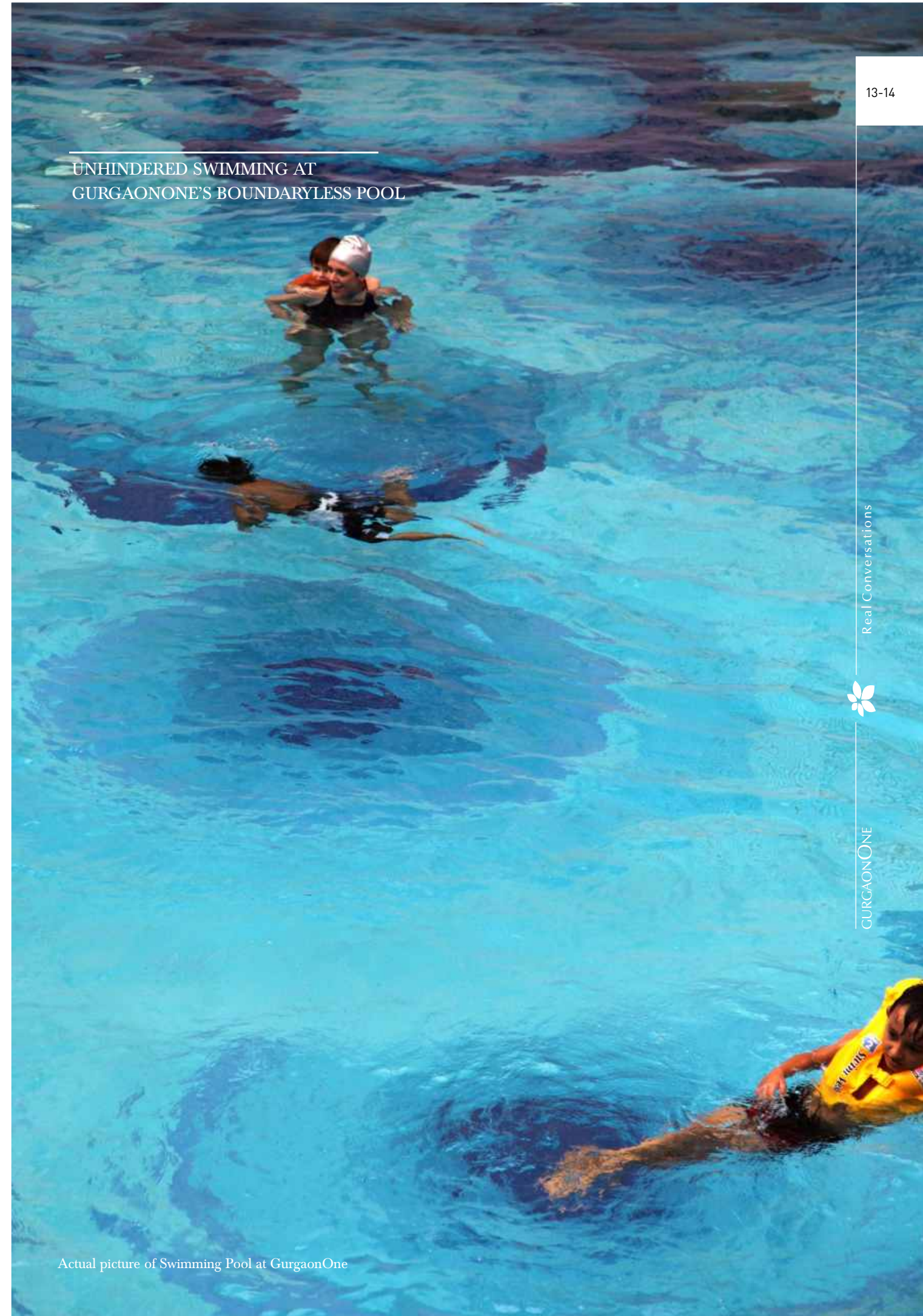
Life

BONDS MADE OVER SQUASH,
HARDENED AT STEAM & SAUNA.



Actual picture of Squash Court at GurgaonOne

UNHINDERED SWIMMING AT
GURGAONONE'S BOUNDARYLESS POOL



Actual picture of Swimming Pool at GurgaonOne



Life

CLUB CLASS CLAY COURTS
FOR YOU TO STRETCH YOUR ARMS



Actual picture of Tennis Court at GurgaonOne

2 ACRES OF MANICURED LAWNS
AND PLAY AREAS



20 YEARS OLD TREES AND
2 YEARS OLD PEACOCKS



Actual picture of Lush Greens at GurgaonOne

Second Step!

After GurgaonOne, Sector 22, we now take the second step. The sequel. The encore. GurgaonOne, Sector 84. For those who missed out on Sector 22, this is another chance. Turn the page, and grab it.

ALPHA G:CORP PRESENTS


GURGAONONE
SECTOR 84

PROVEN. PRECIOUS. PRESTIGIOUS.



Within the realm of the earth, a home up high
A tryst with nature, a tryst with the skies...



GurgaonOne, Sector 84.

The Epicenter of New Gurgaon

THE MASTER PLAN

The Master Planning epitomizes the principles of design that exudes openness, maximized greens induced with sensitive landscaping and an unprejudiced approach in planning. The high-rise towers placed at appropriate distances from each other allow a visual and physical connection between the site and beyond. Seven such towers are placed along the periphery of the site with a large expanse of landscaped green within.

A landscape of approximately 6 acres becomes the soul of the project, unifying the various elements together. Two basements have been planned to create ample parking space for the residents

THE BUILDINGS

The design of each of the buildings is such that all apartments extend out into the green like flanges though interconnected through a central core. Each apartment seems to float into the landscape enjoying a sense of individuality and freedom of space with ample sunlight, ventilation and views.

THE LANDSCAPE

A harmonious blend of various landscaping elements is perceived with each adopted in the right proportion.

THE OFFERINGS

- Two bedroom unit
- Two bedroom unit with utility
- Three bedroom unit with utility
- Three bedroom unit (L) with utility
- Three bedroom unit with study & utility
- Four bedroom unit with utility

A STRATEGIC LOCATION

- Project located 500 meter from the 150 meter wide Dwarka Expressway, the widest expressway of the country
- Adjacent to the proposed Interstate Bus Terminal and Metro hub
- Two kilometers from existing highway NH8
- Twenty minute hassle-free drive from Indira Gandhi International Airport through the new Dwarka Expressway
- In close proximity to a 3000 acres Special Economic Zone and adjacent to the New Gurgaon Commercial Belt.
- Close to the city industrial hub - Manesar where over 1,00,000 people come to work from adjacent places.
- Small to large sized corporates setting up operations in this belt owing to affordable land/lease rates and well planned infrastructure in times to come.
- The area around the toll plaza will emerge as the CBD (Central Business District) of a self-sustainable and well connected Gurgaon in times to come !



BIRD'S EYE VIEW

- | Aesthetic Elements: | Functional Elements: |
|-----------------------------------|--------------------------------------|
| - Paved plazas | - Kids play areas |
| - Gazebos/Pavilions | - Cycling and jogging tracks |
| - Floral gardens | - Pavilions/Paved seating areas |
| - Ornamental trees | - Large lawns for active sports |
| - Earth mounds with
plantation | - Evergreen shady tree
plantation |



**CLUB CLASS
LIFESTYLE**

HEALTH FACILITIES:

- Swimming pool (lap pool and relaxation pool)
- State of the art unisex gymnasium
- Men and women spa
- Aerobics/yoga/meditation center
- Indoor sports including squash, Billiards/snooker & table tennis

SOCIAL/RECREATIONAL FACILITIES:

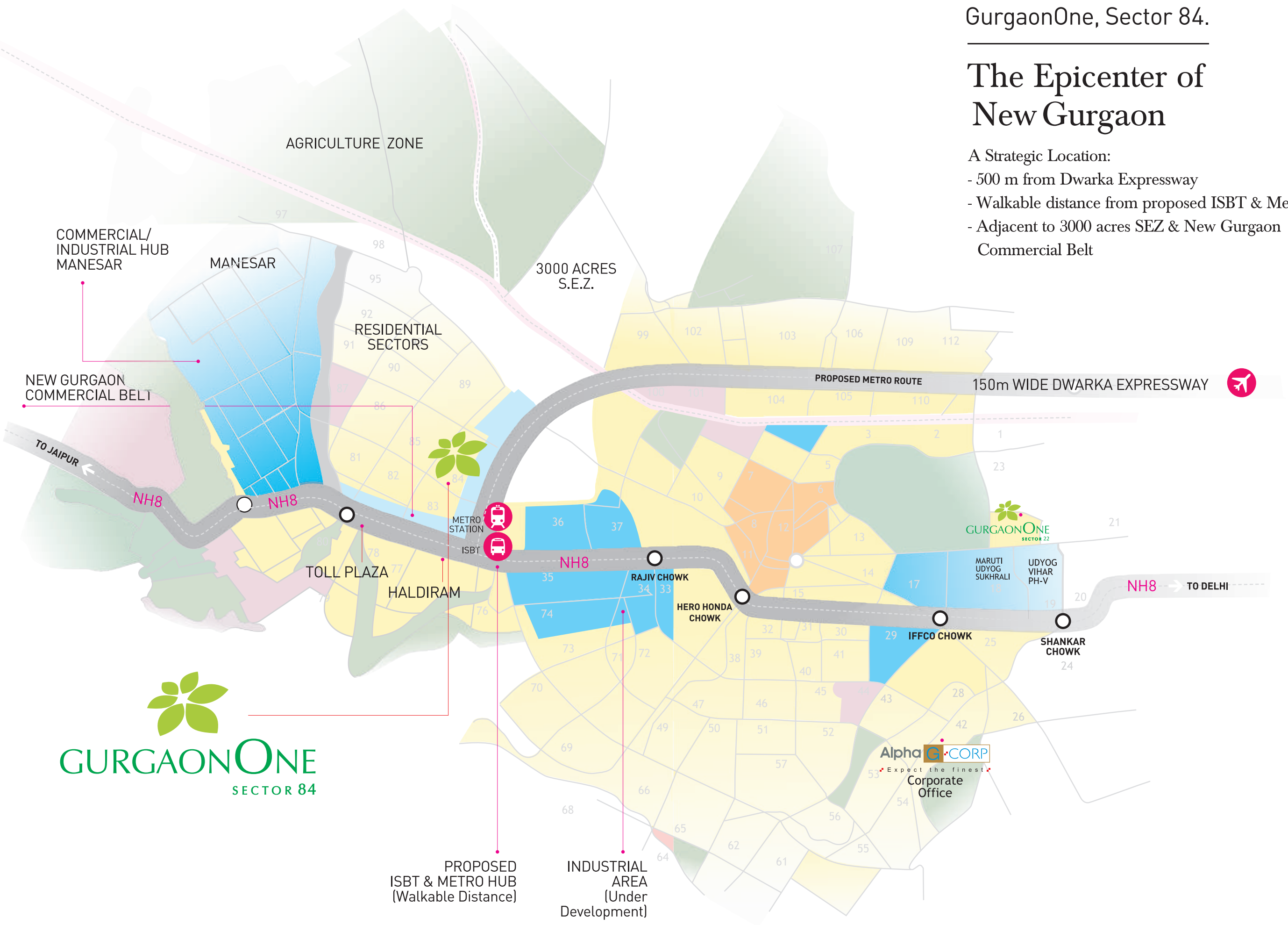
- Kids' play/activity zone
- Multipurpose Hall and Party Halls
- Outdoor/rooftop and indoor seating



GurgaonOne, Sector 84.

The Epicenter of New Gurgaon

- A Strategic Location:
- 500 m from Dwarka Expressway
 - Walkable distance from proposed ISBT & Metro hub
 - Adjacent to 3000 acres SEZ & New Gurgaon Commercial Belt



Project showcase

PRESENT PROJECTS:

Golf View Corporate Towers, Gurgaon

GurgaonOne, Sector 22

AlphaOne, Amritsar

AlphaOne, Ahmedabad

Alpha International City, Karnal

Alpha International City, Fatehabad

Alpha International City, Amritsar

Model Industrial Township, Amritsar

UPCOMING PROJECTS:

Integrated Townships at Jaipur, Meerut
and Ludhiana

Alpha International City, Karnal Phase-II

AlphaOne, Amritsar Phase-II

Pearl Island, Goa





Golf View Corporate Towers, Gurgaon

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The perfect blend of corporate elegance, business efficiency and aesthetic appeal, Golf View Corporate Towers is one of the best-located commercial properties in Gurgaon.

This imposing world-class structure overlooks the breathtakingly verdant DLF Golf Course and stands amidst beautifully landscaped surroundings on a 2.06 acre plot with a 200 feet wide main sector road in front.

RETAIL

AlphaOne, Amritsar

A mixed use development comprising retail, entertainment and a five-star business hotel. The City Centre project is spread over 25 acres and is strategically located on the G.T. Road. The project is being developed in two phases of which the first phase spans over 12 acres, comprising of retail and entertainment of over 5,40,000 sq. ft. while the five-star business hotel Ista is built on an additional area of 2,50,000 sq. ft.

AlphaOne, Ahmedabad

This highly prestigious project is located at Vastrapur, adjacent to the Vastrapur Lake, in the city of Ahmedabad; state capital of Gujrat. The mixed-use development will comprise of Retail, Entertainment, Hotel, Spa and Service Apartments. The total development is close to 1.2 million square feet, of which retail-cum-entertainment comprises of 7,20,000 sq. ft.



INTEGRATED TOWNSHIP

Alpha International City, Karnal

Alpha International City, Karnal is a world class integrated township, spread across 300 acres. The township is being developed in 3 phases, with residential plots along with integrated infrastructure for healthcare, schools, security, retail and commercial establishments. In the first phase, plots have already been handed over to 700 families, so that they can start building their homes.

Alpha International City, Fatehabad

Located in the south-western part of Haryana, in Fatehabad, the integrated township is spread over 51 acres of land in Sector 4 that caters to the locals of Fatehabad, Sirsa and Hisar. Alpha G:Corp was the first private developer in Fatehabad, to launch an integrated township offering world-class facilities and infrastructure.



INTEGRATED TOWNSHIP

Alpha International City, Amritsar

Located at the intersection of Amritsar's glorious past and its dazzling future, on NH 1 (G.T. Road), Alpha International City, Amritsar is set to redefine the way the city will live, with a futuristic approach to town planning blended with an active tradition of community living.



"One of the fastest growing professional companies in the Indian real estate industry"

In a short span of seven years, Alpha G:Corp has developed into an established brand in delivering comprehensive professional solutions to real estate development across all industry verticals – Residential, Commercial, Retail and Township. Highly respected for its pioneering global best practices, the company is nurtured by a constant emphasis on transparency and reliability, which is the foundation of all its systems and procedures. Their aesthetically driven projects which range from premium segment group housing to affordable yet contemporary large-scale townships are considered as landmarks in cities across the country. On the retail front, the company has instituted brands such as AlphaOne which have become common household names. With extensive projects in cities like Delhi NCR, Amritsar, Karnal, Fatehabad, Ahmedabad, Meerut, Goa and Jaipur, the company enjoys a huge footprint with a vision to expand to many other cities. In the near future, Alpha G:Corp plans to extend its developments to other cities in Gujarat, Haryana, Punjab, Rajasthan, Madhya Pradesh and Uttarakhand. The company's business model entails undertaking of projects through

Acquisition, Joint Venture Development and Real Estate Asset Management (REAM), a practice it pioneered in India. In this model, the responsibilities of Alpha G:Corp span from sourcing of the land to its final sale/lease and the benefits of compensation thereof. Driven by its mission of 'Building Values – Value Buildings', the team at Alpha G:Corp Management Services assumes complete responsibility of maintenance management in accordance with international norms. Whether it is the acquisition of land, the appointment of an architect, the choice of material or the execution of a marketing plan, all processes follow the collective sensibility garnered over decades of experience by the team at Alpha G:Corp. It believes in incorporating a long-term perspective to all its business operations and therefore functions on a strong set of values which form a cardinal part of its DNA.

Real Conversations



GURGAONONE

“A strategic alliance with Alpha G:Corp is currently developing more than 1.2 million square feet of commercial and international quality living spaces.”

Magnum International Trading Co. Pvt. Ltd (MITCO) is currently on a major expansion drive on the real estate development front. Through a strategic equity partnership with Alpha G:Corp, Magnum is on its way to developing a national footprint in the real estate industry. The Choudhrie Group of which Magnum is a flagship company, has already delivered more than 2 million Square feet of commercial and international quality living spaces in major metros of India. In alliance with Alpha G:Corp, more than 1.2 million square feet is currently under development. Active projects are located in different locations across the country including Bangalore, Pune, Ahmedabad, Jaipur, Karnal & Dehradun. Additionally, the group is also developing more than 3 million square feet in western and southern India. In the year 2001 – 02, MITCO was conferred with 'Golden Export House Status' by the GoI in recognition of its longstanding contribution to the exports industry of India. Magnum International has also entered into a joint venture with the internationally recognized “Taj Group of Hotels” for a chain of Hotels and Resorts in the Southern Indian state of Kerala.

The group successfully operates several other businesses including Ananda, a world-class luxury destination Hotel and Spa near Rishikesh in northern India, a range of business hotels, and a power generation plant in Northern India among other ventures. The Choudhrie Group has established itself as a leading & respected business family with competencies in multifaceted areas of business. The group is known for setting benchmarks & gaining rich, varied and diversified experience in the fields of Real Estate Development and Construction, Exports, Marketing, Power Generation, Leisure & Tourism Industry, Venture Capital and Equity Collaborations.

Real Conversations



GURGAONONE