



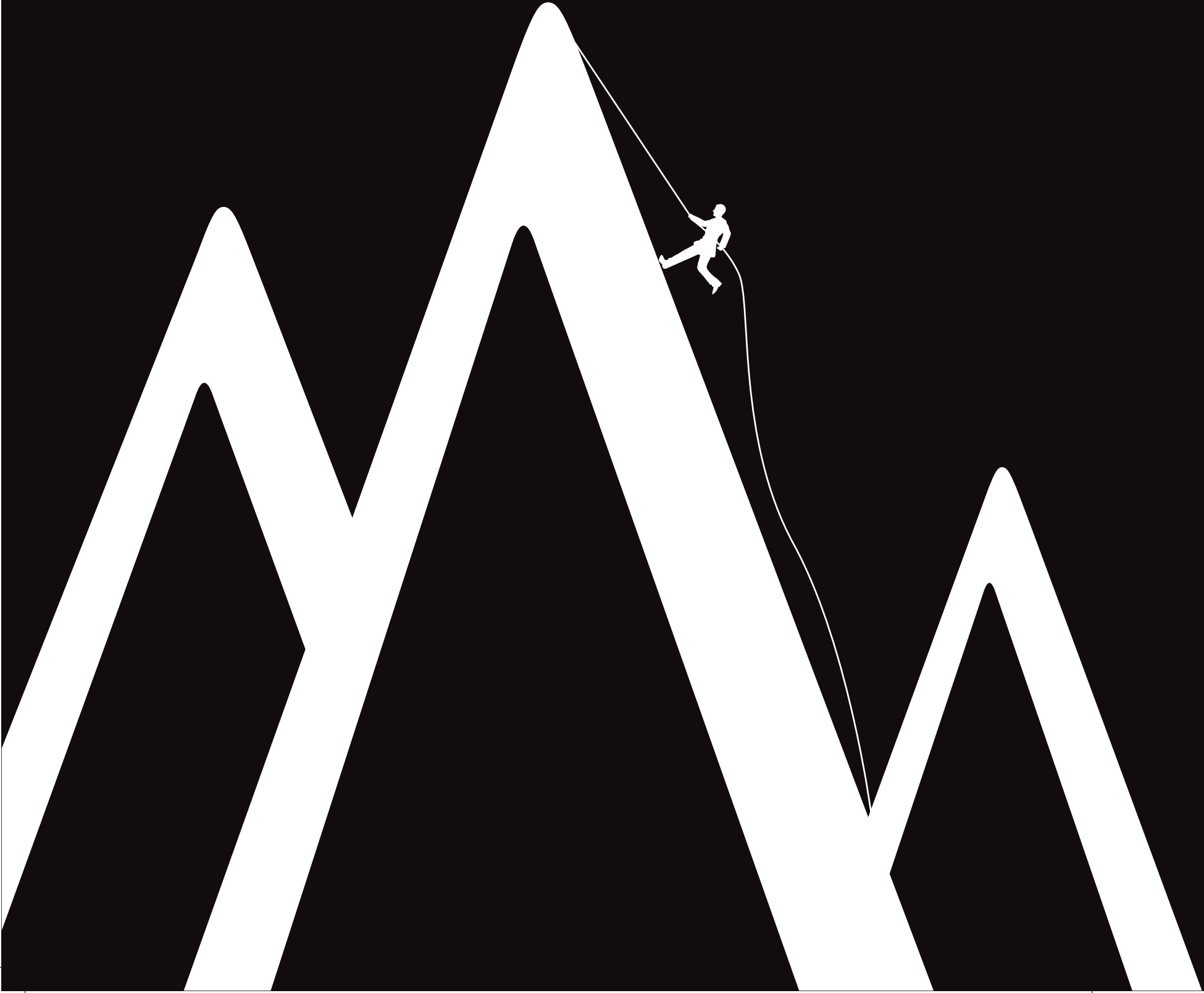
Marketing office: Plot No 1, Sector 90, Noida
Corporate office: Plot No 3 & 4, 2nd floor, A Block Market, Savitri Bhawan, Preet Vihar, Delhi 92
0120 4909090 | www.alphathum.com | info@alphathum.com



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MADE FOR LEADERS

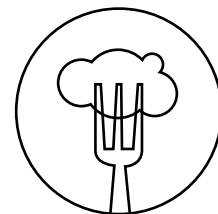
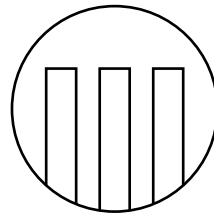
MADE
WITH
COURAGE



All great endeavours, begin with courage first.

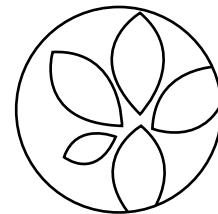
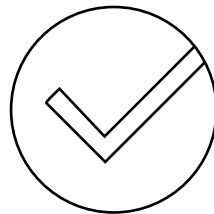
At Alphathum, that very courage is our spark for every initiative, be it creating India's most efficient business towers or creating the blueprint for the physical, emotional and financial well-being of the occupants and customers of our developments. We take pride in our pioneering work processes that 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



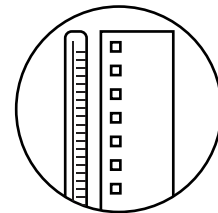
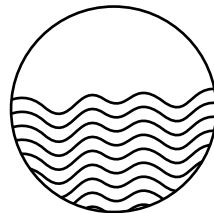
Sky Gardens

Integrated and intelligent occupant strategies

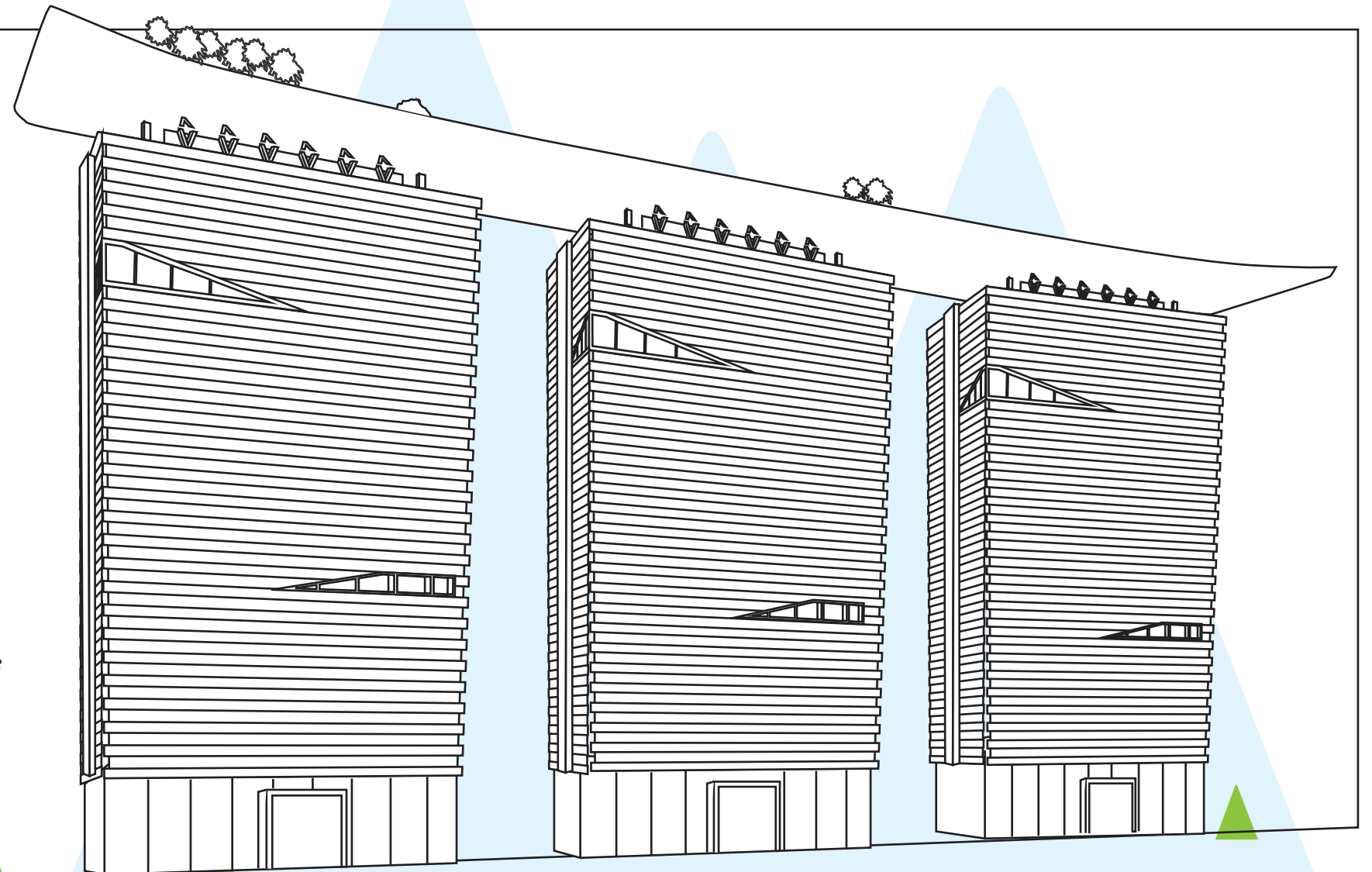


Continuous and integrated greens

World's largest rooftop infinity pool with zen garden



Climatically responsive architecture



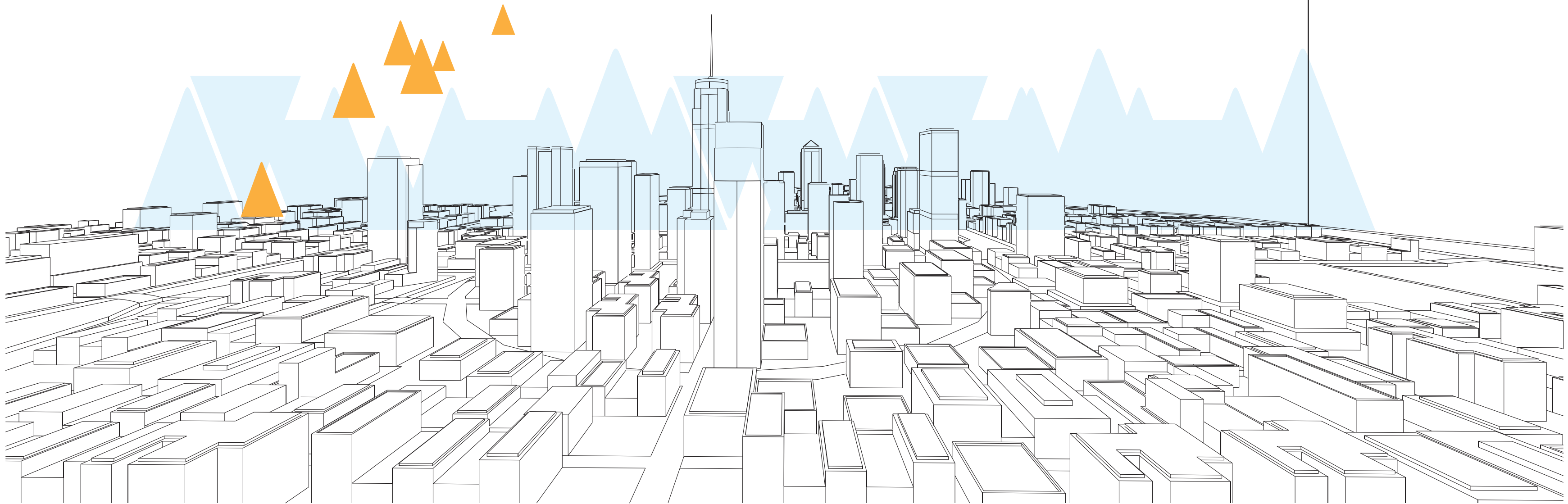


Aerial View of Alphatum



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*

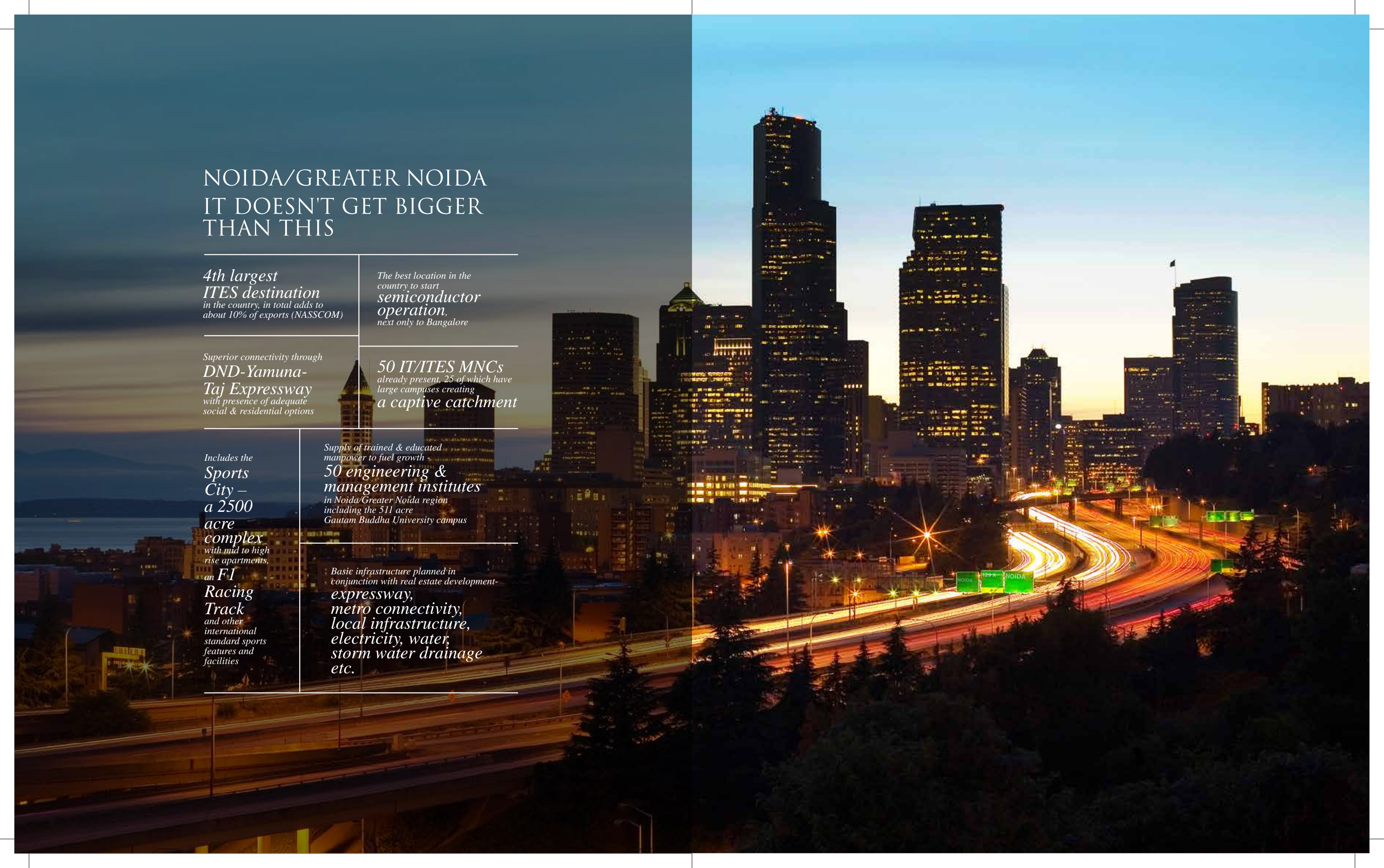
*Superior connectivity through
DND-Yamuna-
Taj Expressway
with presence of adequate
social & residential options*

*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 F1
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*

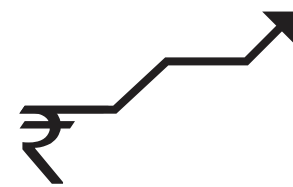
*Basic infrastructure planned in
conjunction with real estate development-
expressway,
metro connectivity,
local infrastructure,
electricity, water,
storm water drainage
etc.*



INDIA - A SNAPSHOT



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



The Indian economy has outperformed other emerging economies in the last decade

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

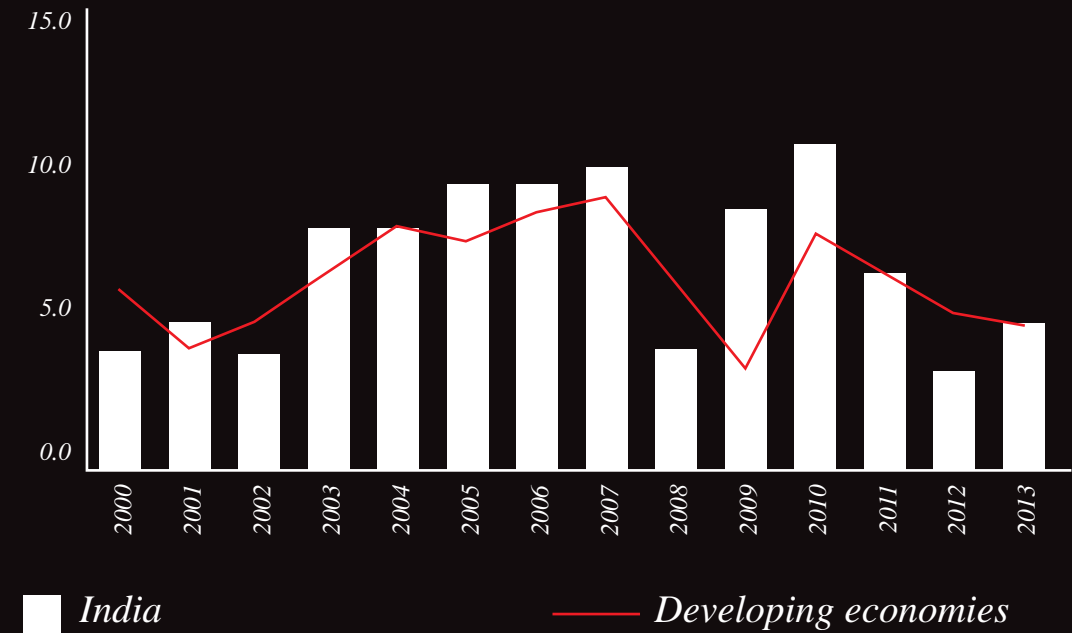


The real estate sector contributes about 6% to the Indian Economy and is expected to rise to 13% by 2028

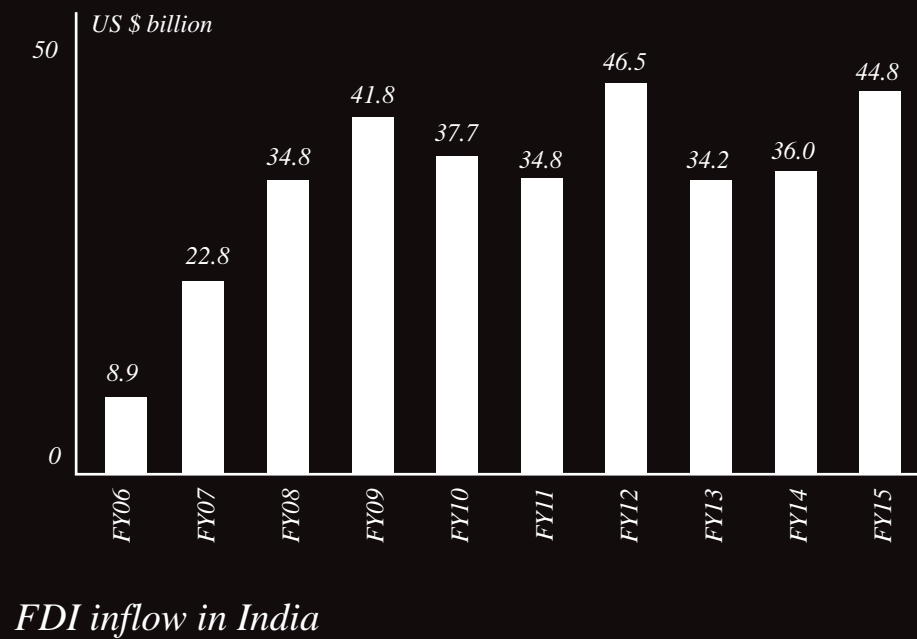
India is expected to become the world's third largest economy by 2028

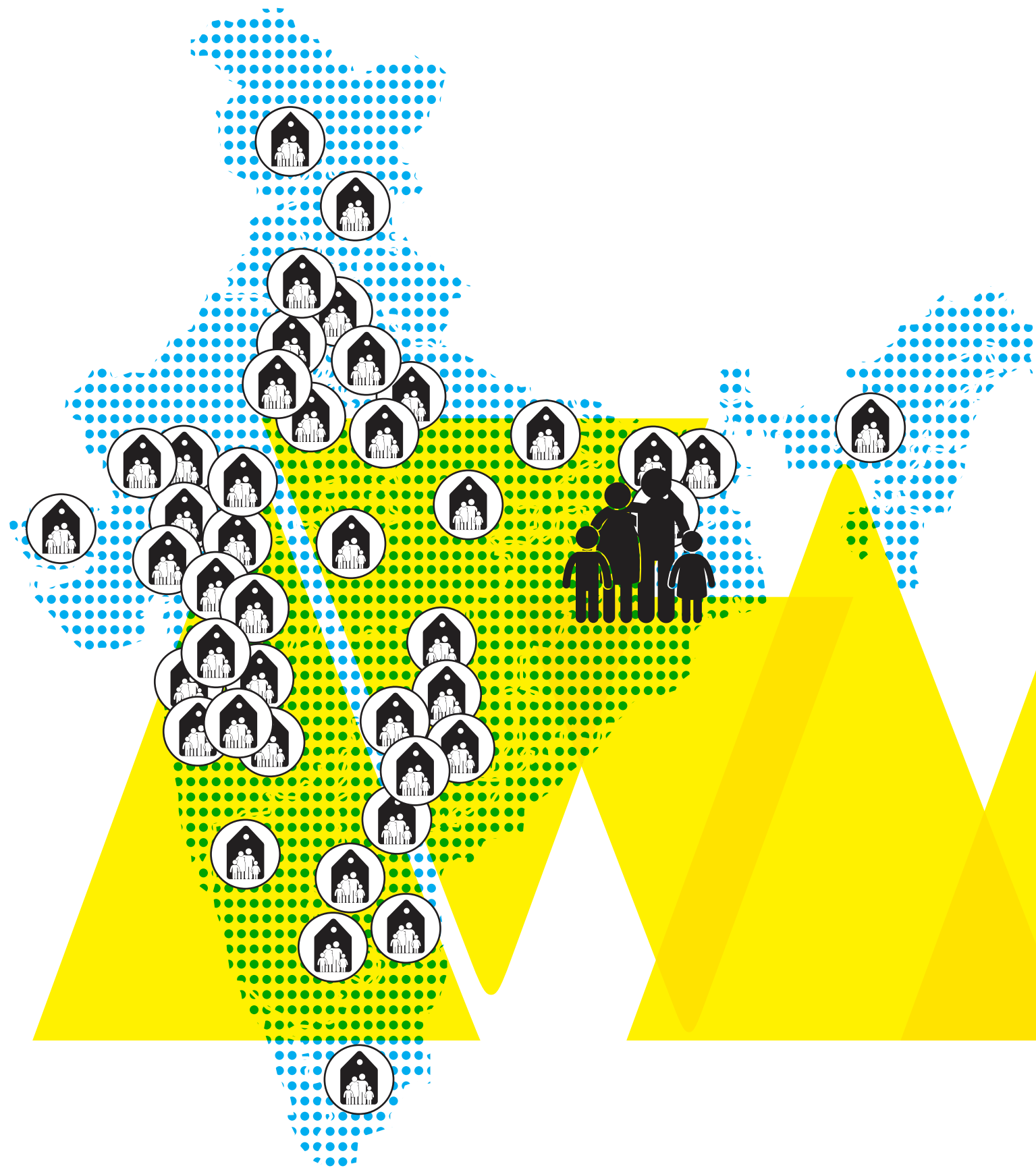


India and developing economies GDP growth



India and developing economies FDI inflows



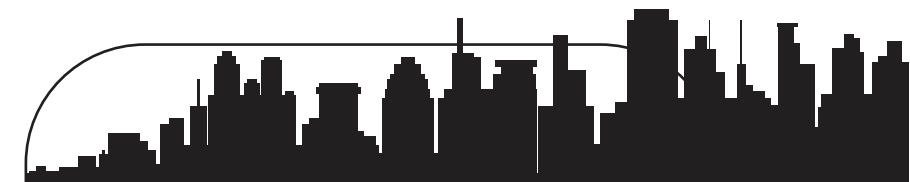


Economic growth

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

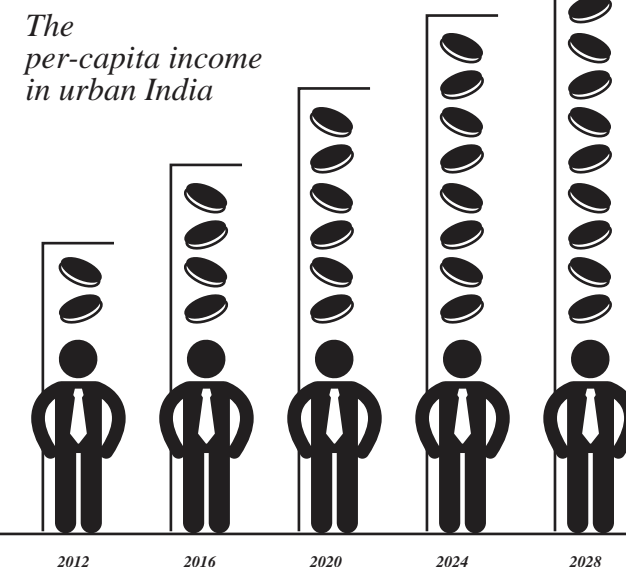


Urbanisation

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

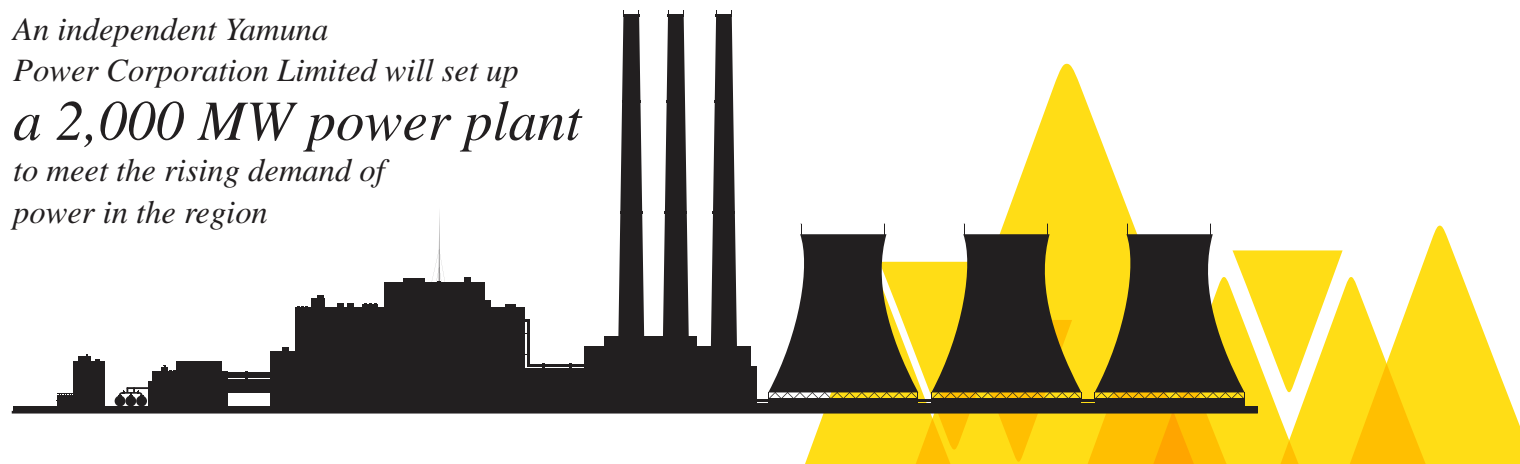
In the recent years, NCR has been redefined. The shortcomings of Gurgaon have become as apparent as can be and the very future of the city hangs in the balance as rampant development far exceeds the resources that are needed to serve the population that will reside there. Noida, on the other hand, has 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



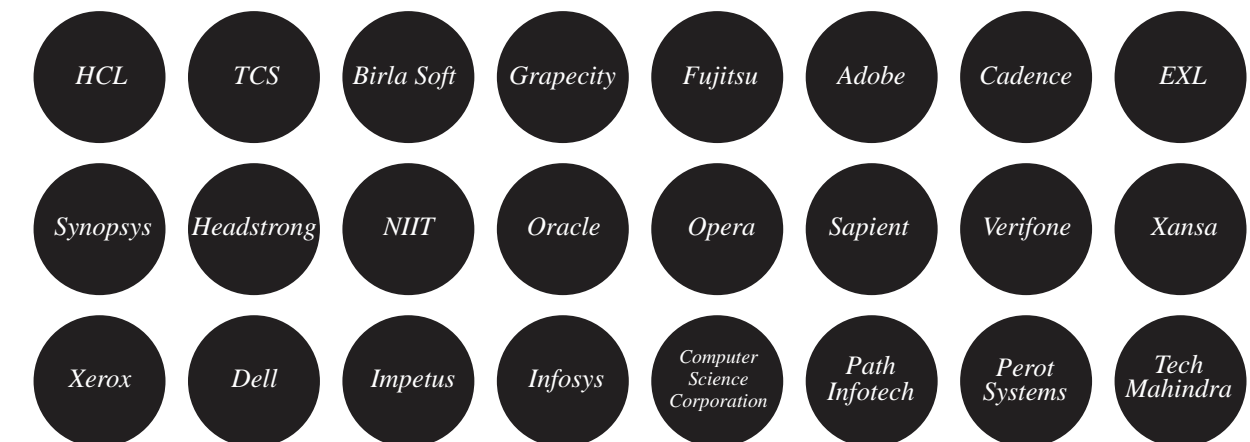
NOIDA CALLING

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

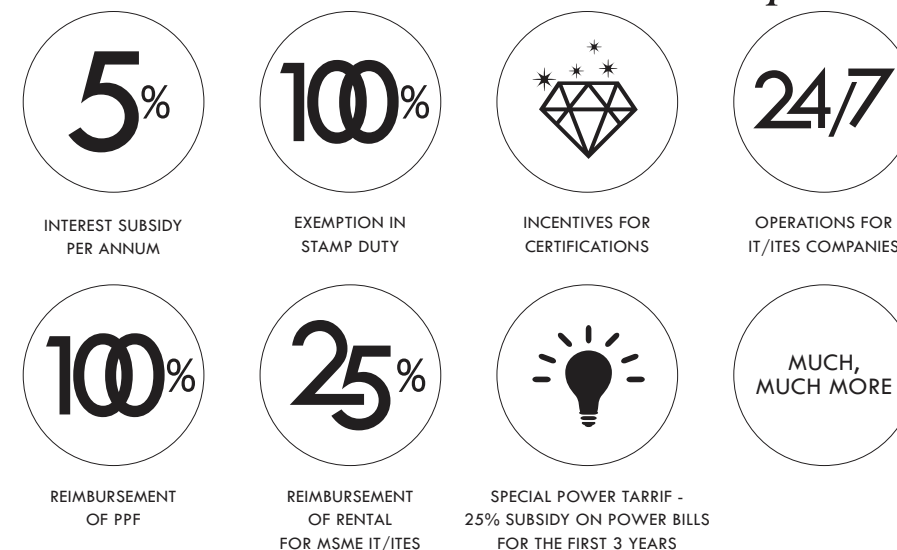
The Smart City Program - Noida already meets 70% parameters for Smart City

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

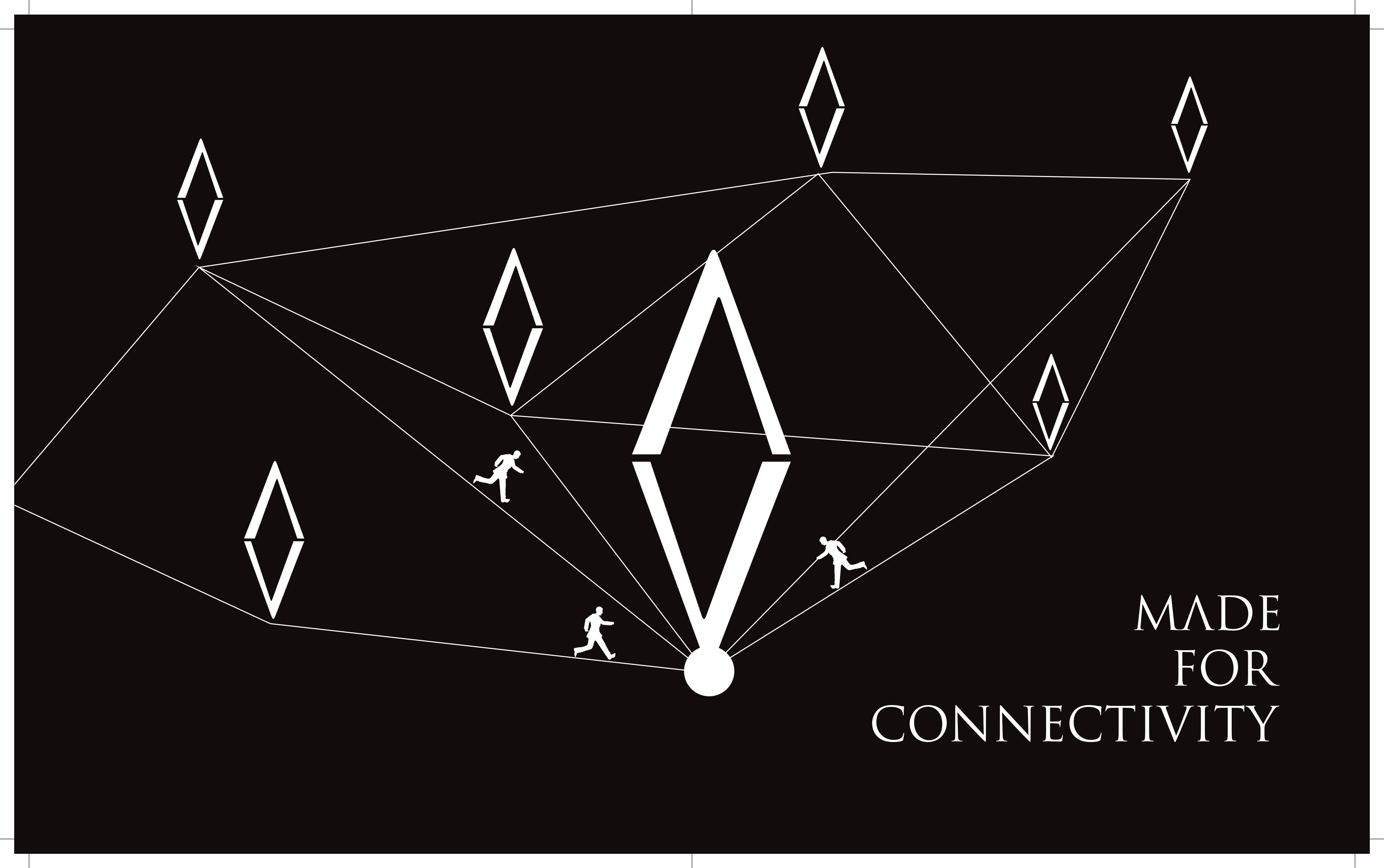


Retail investors in the country can now invest in Real Estate at more convenient price points. With the REITS ruling, capital in the real estate industry will be freely available, speeding up development and creating a more compelling catchment for Alphathum.

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.

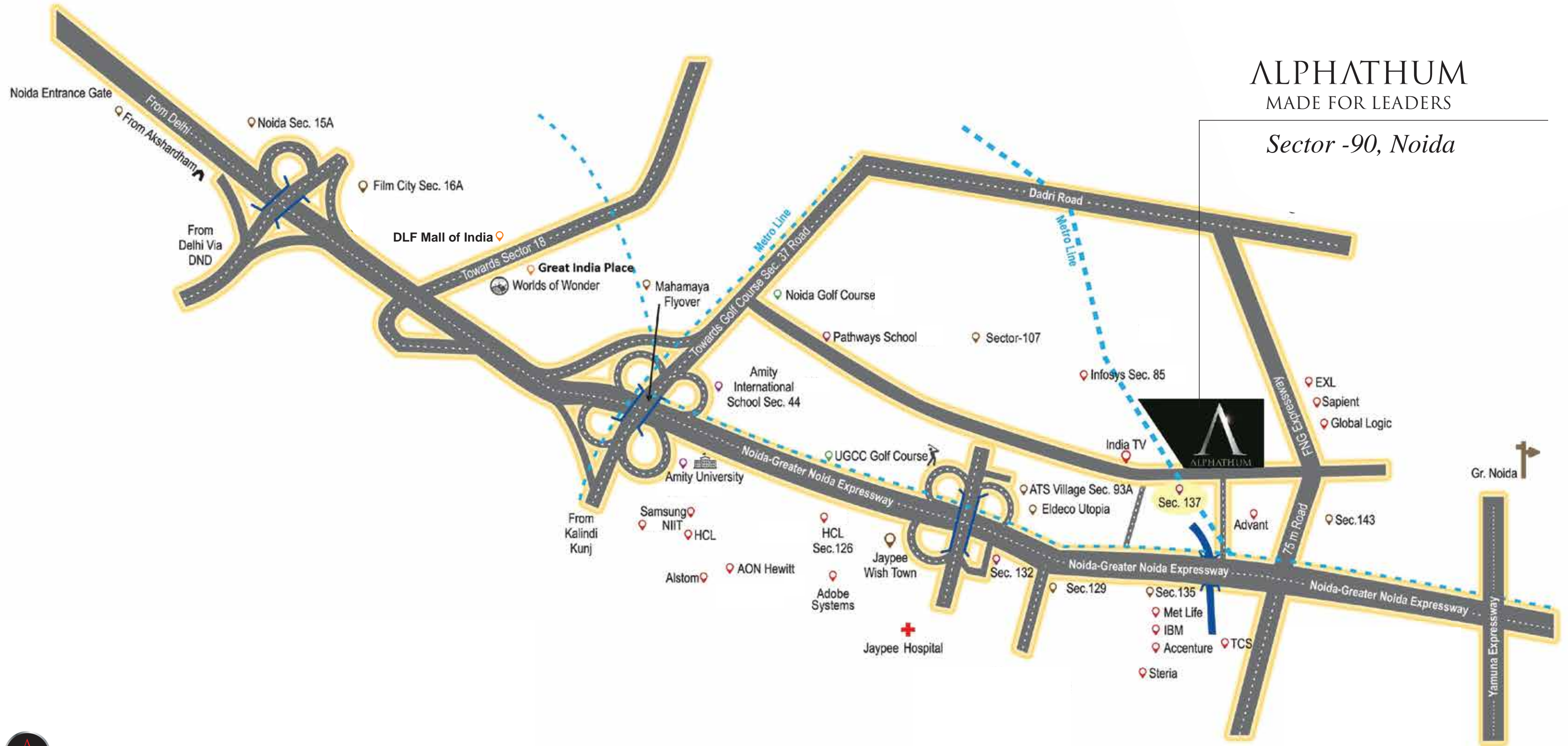


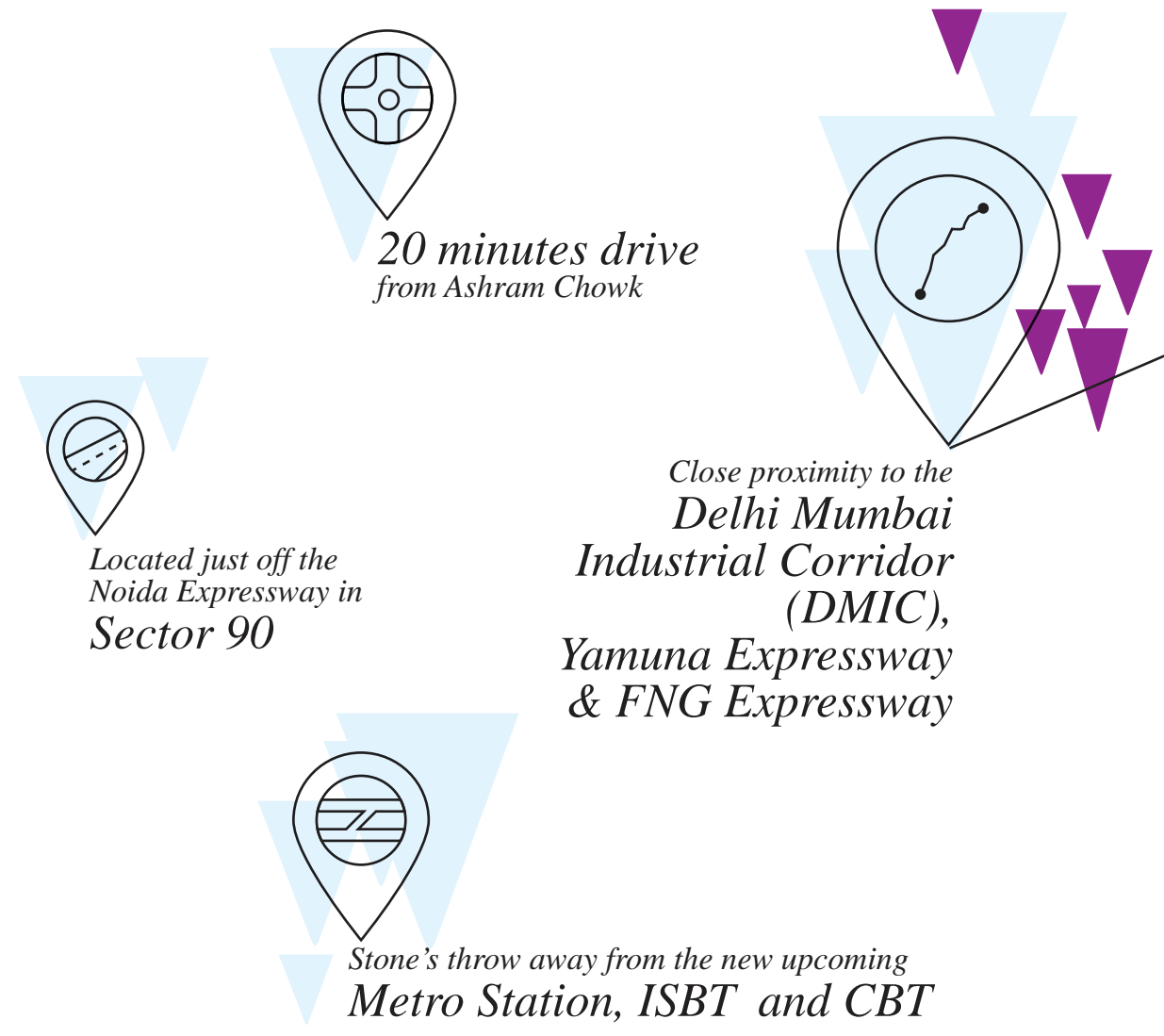
MADE
FOR
CONNECTIVITY

ALPHATHUM

MADE FOR LEADERS

Sector -90, Noida





*20 minutes drive
from Ashram Chowk*

*Close proximity to the
Delhi Mumbai
Industrial Corridor
(DMIC),
Yamuna Expressway
& FNG Expressway*

*Located just off the
Noida Expressway in
Sector 90*

*Stone's throw away from the new upcoming
Metro Station, ISBT and CBT*



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

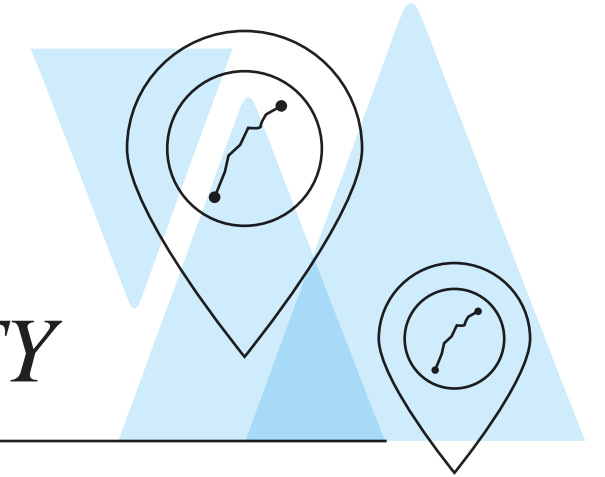
*Key infrastructure in place
in the neighbourhood,
i.e. best schools,
multi-specialty hospitals,
retail, malls, offices,
residential enclaves*

*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.

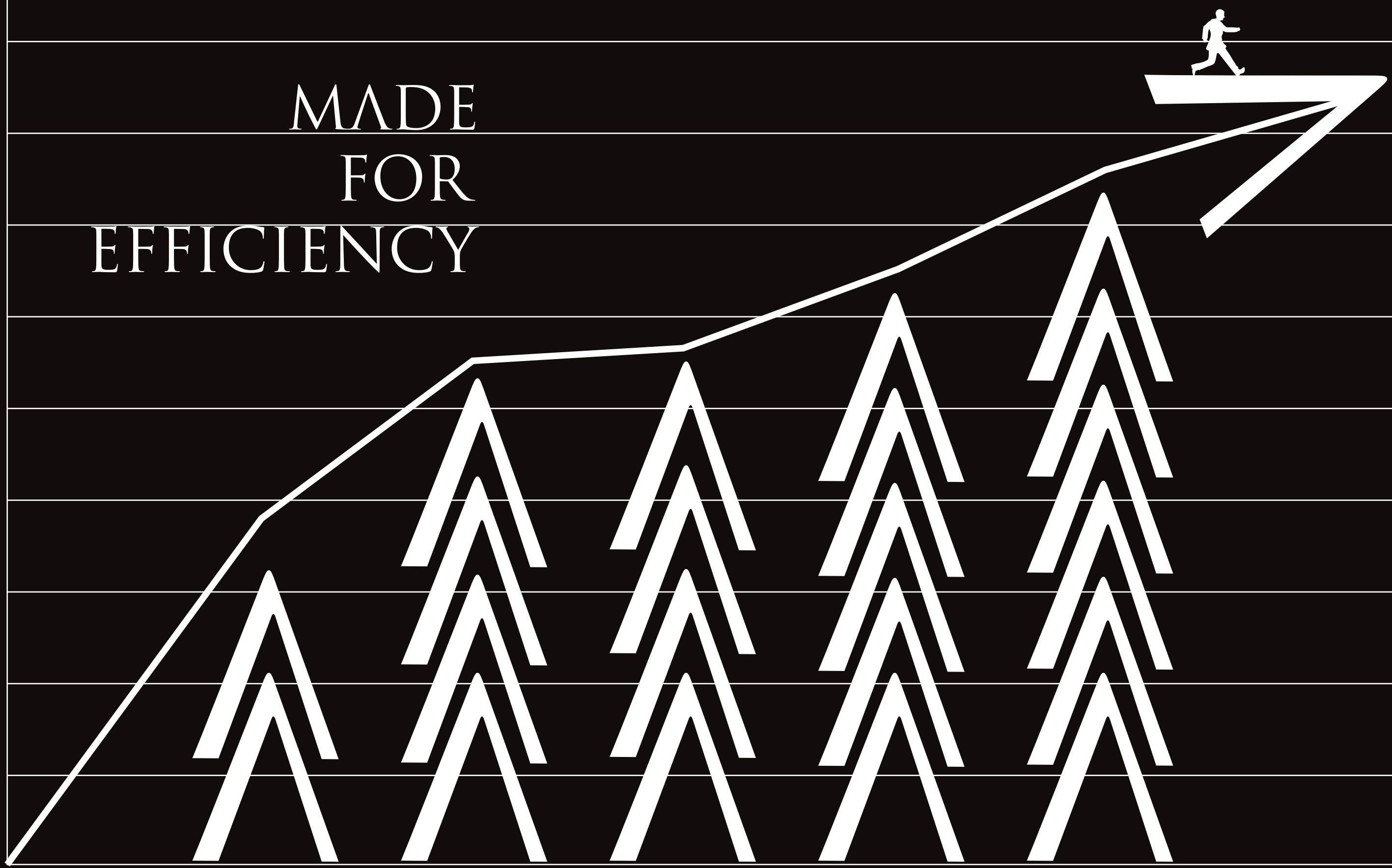
FNG Corridor

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.

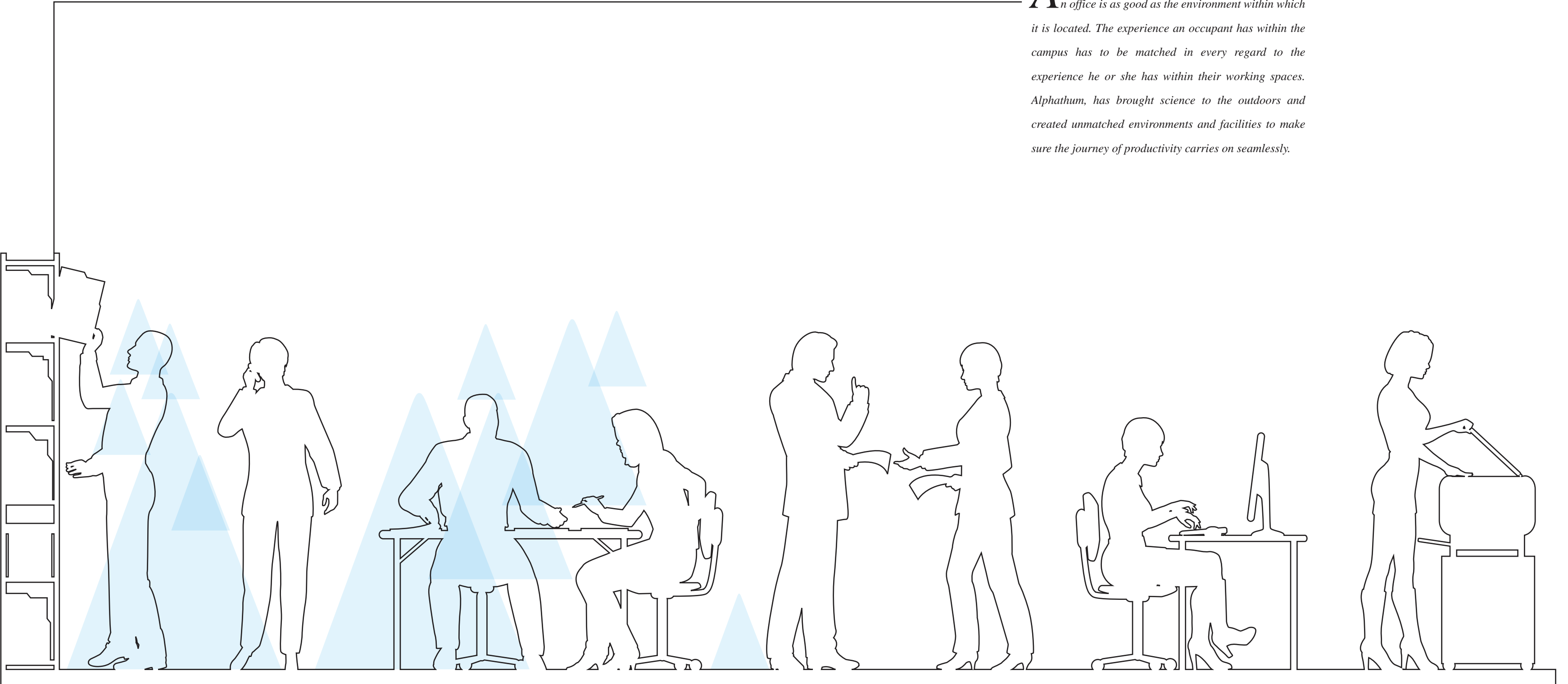
Metro Connectivity

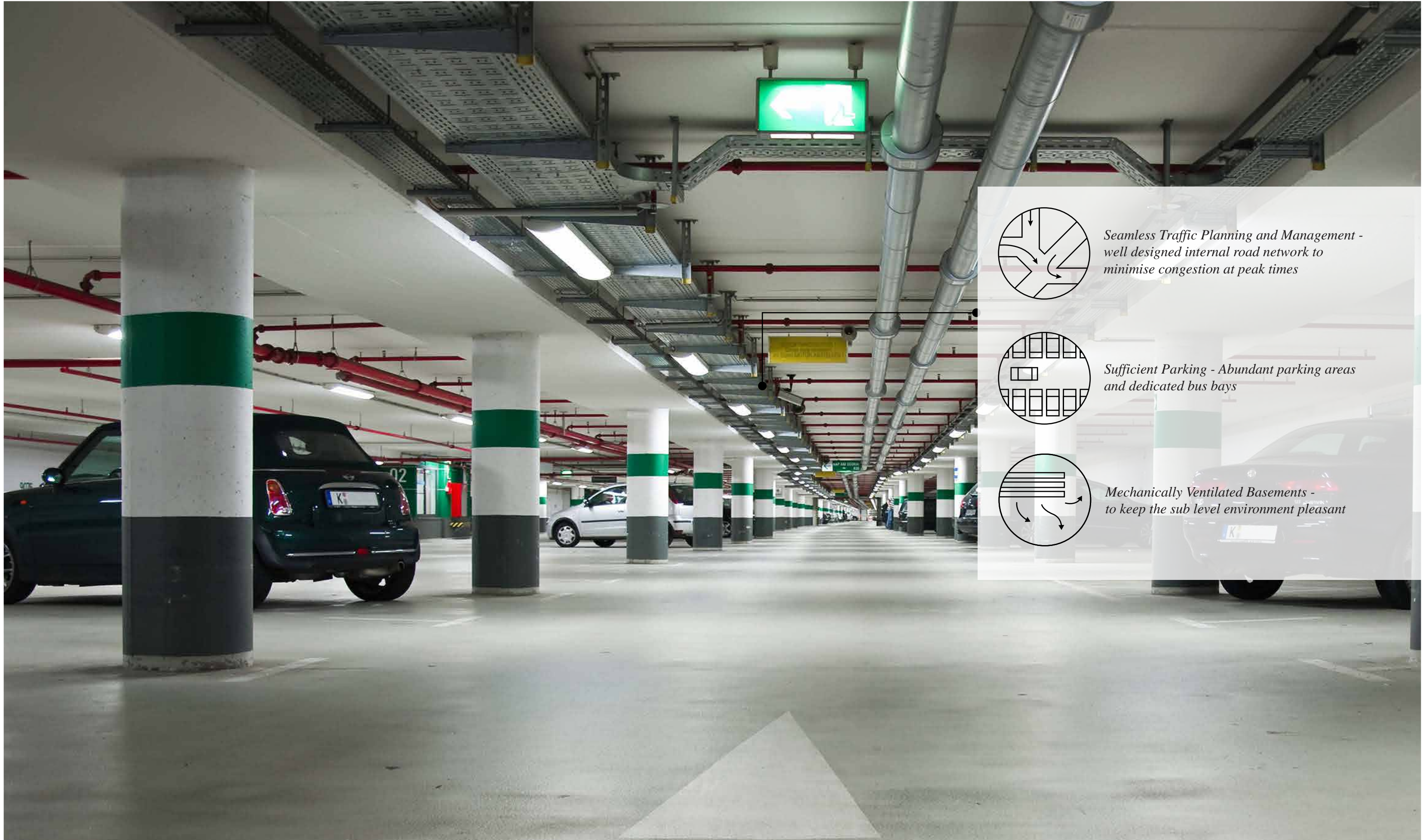
Located Close to the upcoming Metro Station at Sector -137, Noida. The metro station is at the stone throw away distance.

MADE
FOR
EFFICIENCY

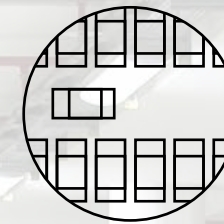


An office is as good as the environment within which it is located. The experience an occupant has within the campus has to be matched in every regard to the experience he or she has within their working spaces. Alphathum, has brought science to the outdoors and created unmatched environments and facilities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

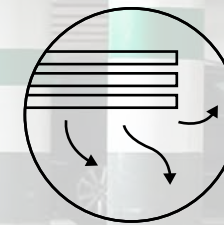




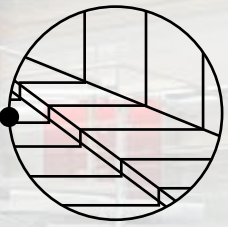
Seamless Traffic Planning and Management - well designed internal road network to minimise congestion at peak times



Sufficient Parking - Abundant parking areas and dedicated bus bays



Mechanically Ventilated Basements - to keep the sub level environment pleasant



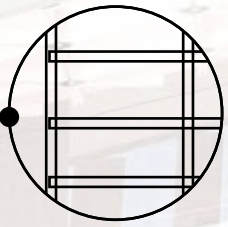
Walkways for Connectivity within the buildings and an excellent inter-building connectivity matrix



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.*

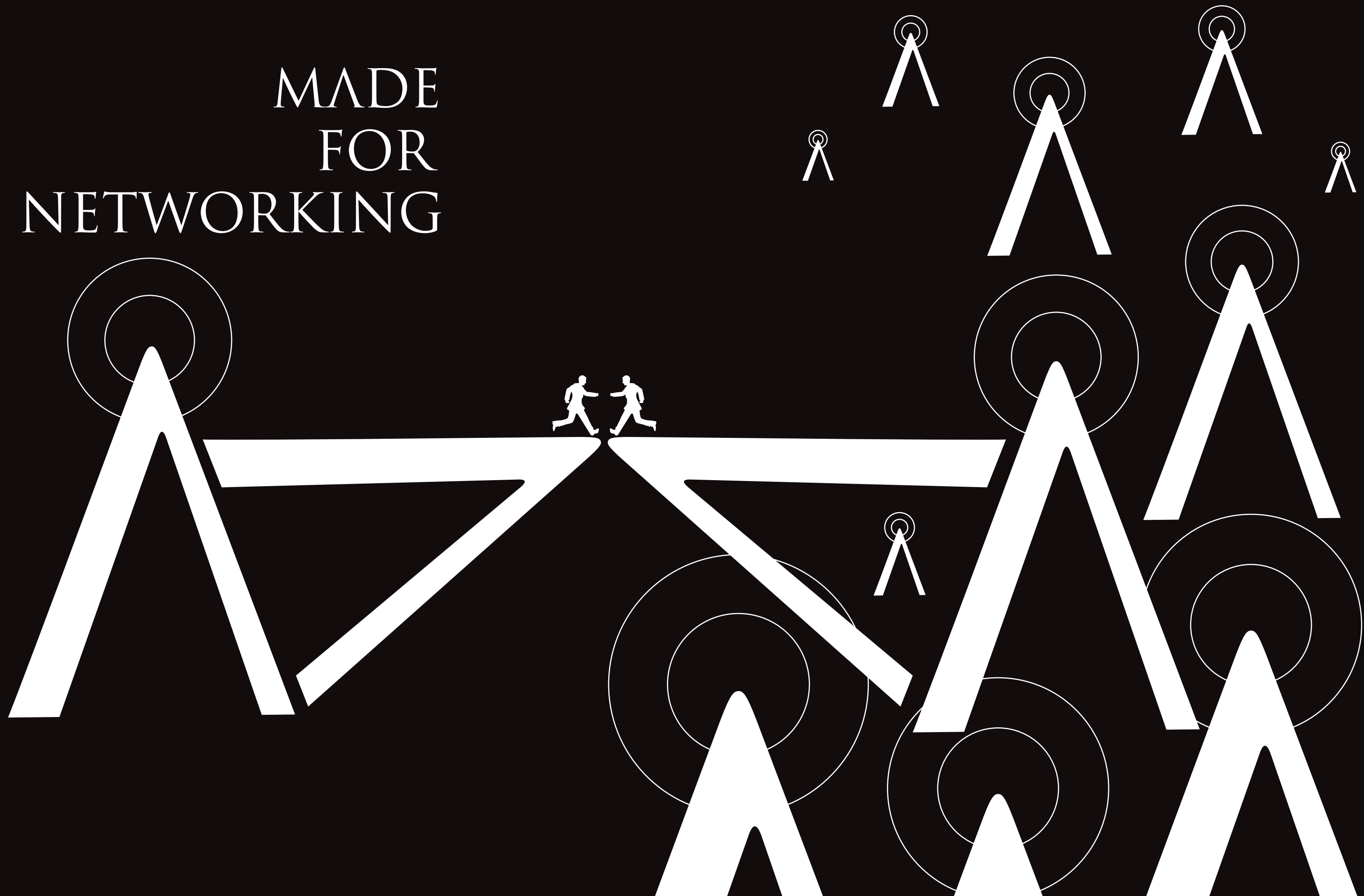


*Ultra Modern Building
with high speed lifts
and exclusive entrance foyer.*

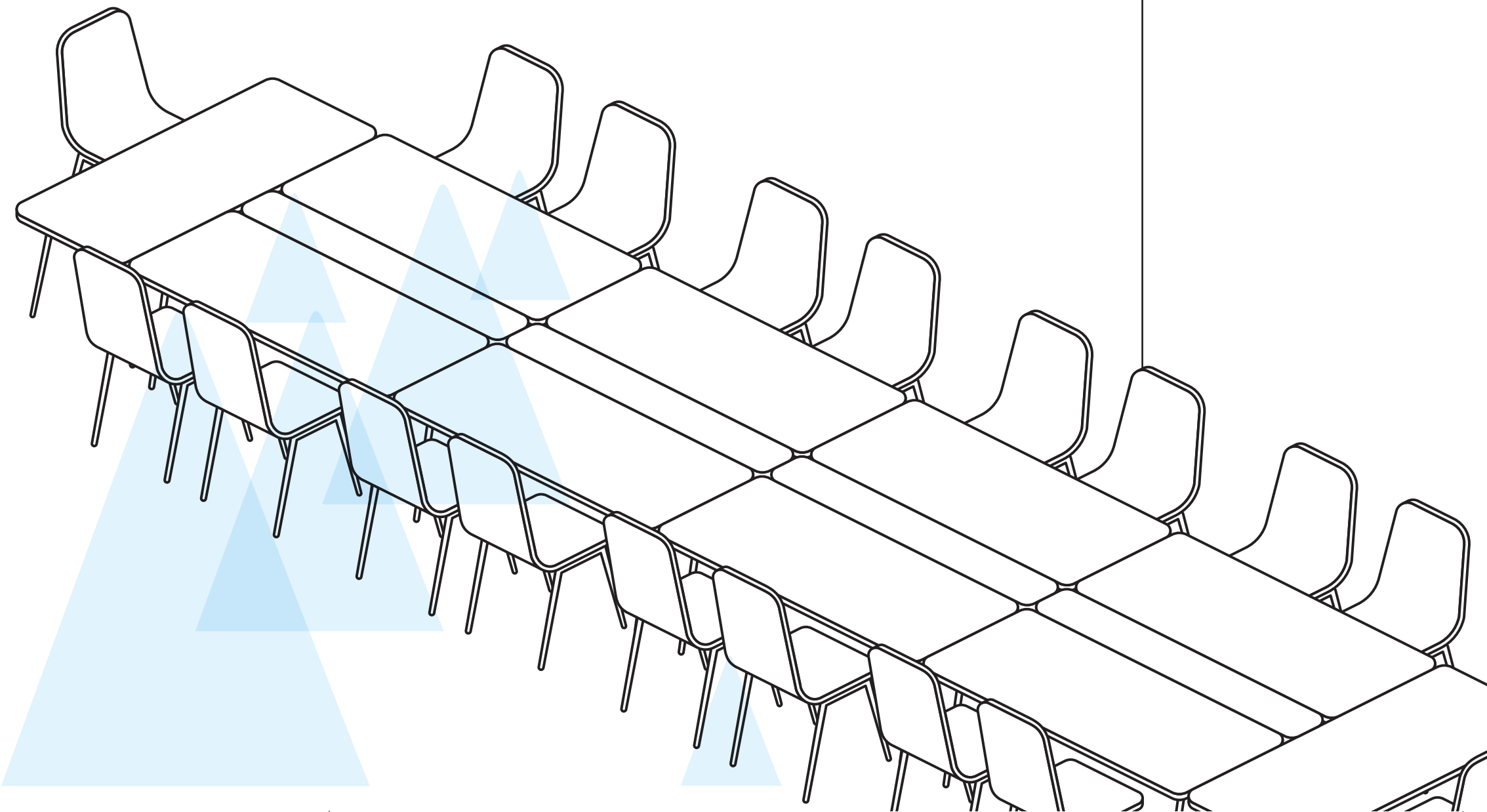


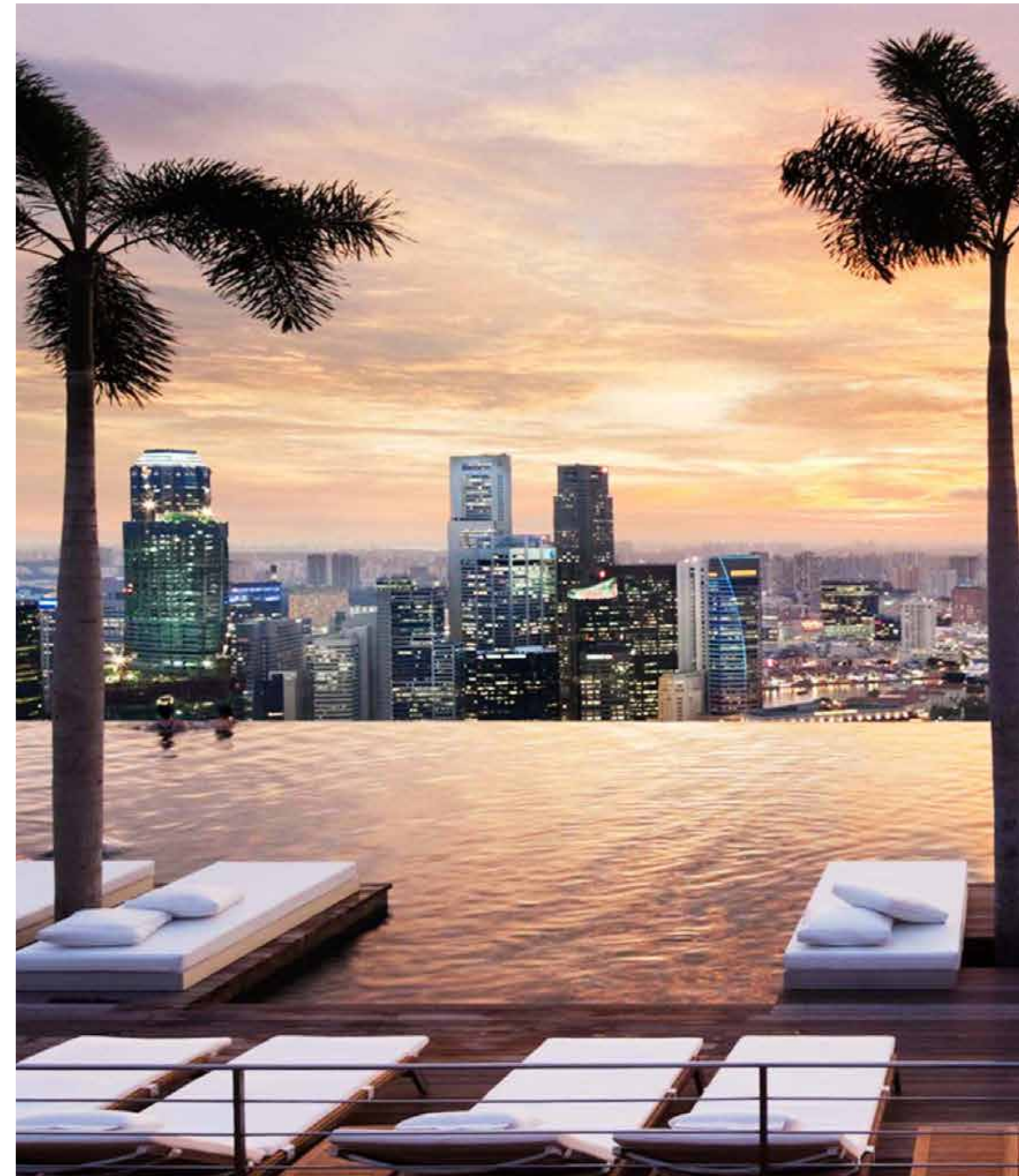
*Automated Building Management System
with hvac to bring down the energy consumption.*

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.







Rooftop infinity pool - Layout plan





*Rooftop infinity pool
with coffee lounges*

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.





WORLD
SQUARE
HOTEL

Ghaziabad

A favourite of business travelers in the region, The World Square Hotel is known 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.

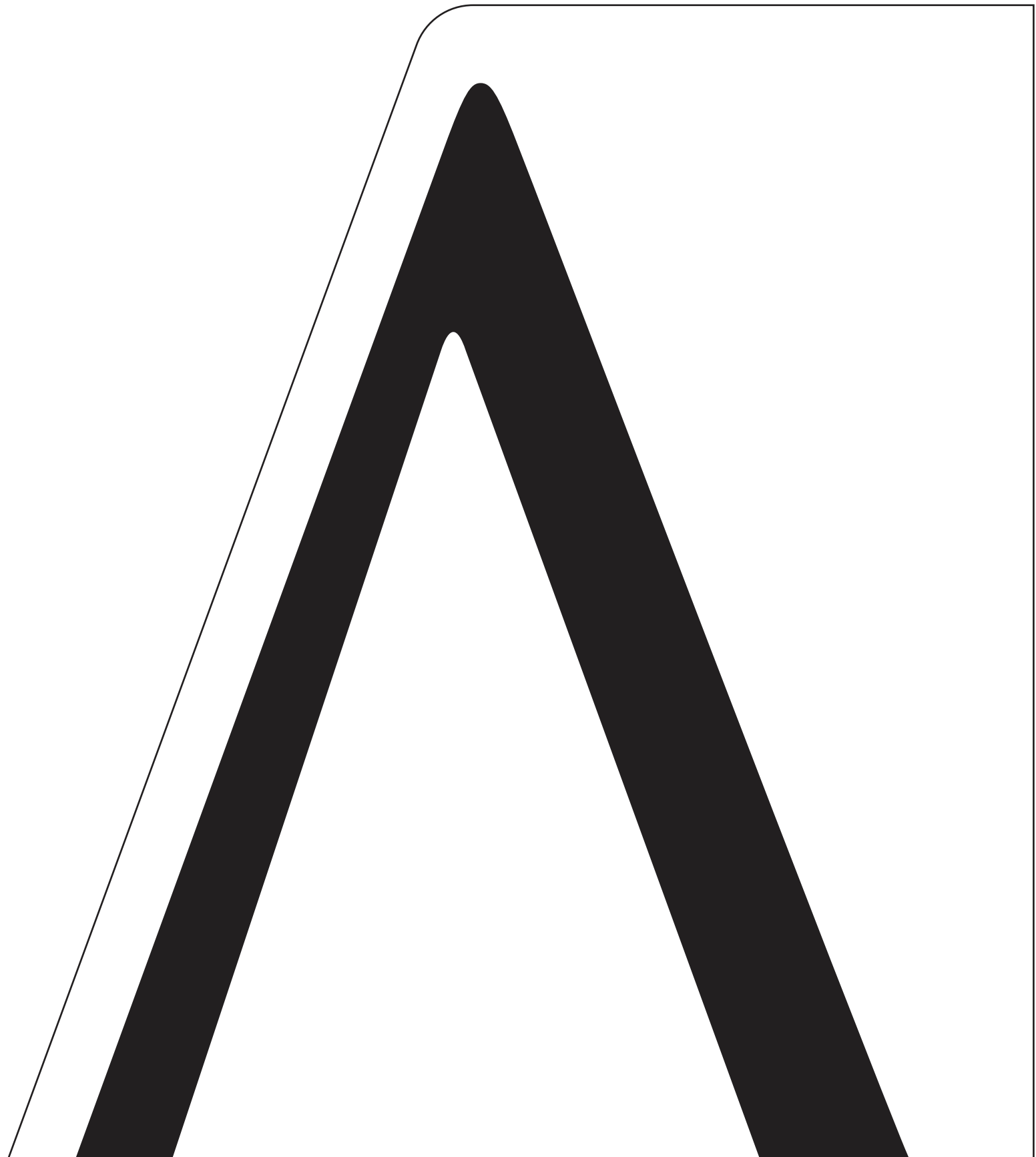


Site Layout Plan



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



FACT SHEET



SPACE

Masterplanning

• Areas	The complex is spread over 25 acres with 21 lac sqft of work space areas	Built to hold 20000 people
• Site massing and layout	12 distinct building blocks provide integrated live-work-play functions	A prestigious 100 m high tower
• Circulation	Well planned access at all levels, channels through building cores and integrally Connected for quick and efficient movements	Total 55 no. Lifts, with speed of fastest ones at 2.5m/s

Indoor & common areas

• Parking	Total 3000 cars parking, of which 500 are at surface level. Parking spread over 25 acres In 2 basements, with higher height for future additional parking	Extendable upto 4200 nos.
• Pedestrian network	Pedestrian focused circulation design ensuring uninterrupted flow	Dedicated 1.1 kms of walkways
• Atriums	Grand experience by atrium framed entry for all large buildings	Unique bio-atriums
• Breakout areas	Richly interspersed balconies, verandahs, terraces & sky courts, add diversity and provide a sense of relief from cold modern indoors	

Outdoors

• Landscape	A world class environment created out of a blend of the agrarian, to impart a unique place of character to the entire complex	Green area of 35% equivalent to 7 acres
• Congregation areas	To promote outdoor activity and gatherings, designated areas for events and performances add to a vivid user experience of the complex	Multiple spill-outs, plazas, lawns and courts can host >1500 people
• Shopping	Linear unbroken building lines give direct access to retail and institutional spaces	Great place for street shopping
• Cultural	A magnet for people is a natural hub for art displays and performances	Infuse high cultural quotient

STRUCTURE

Shell

• Systems	A hybrid system of foundations consisting rafts provides a robust And built-to-last base for the entire system	Designed for zone iv Earthquake detailing
• Structural elements	large spans, optimised structural grid & framed structural system. On site batching plant to maintain Standards of concrete production. Strict testing of materials, Steel and concrete mix supplemented By 3rd party testing to give the greatest level of quality assurance	15000 mt of steel (equiv. To 2 eiffel Towers) and 1.6 lac cum concrete (Equiv. To 2 empire state buildings) Will be used
• Masonry	Use of advanced cellular lightweight concrete blocks for walls	

Envelope

• Façade system	Integrated design engineering approach is the highlight where both unitized and semi unitized type systems are used based on particular building requirements	Energy optimized and unique memorable imagery
• Glazing	Use of high performance glasses specified as per energy simulation analysis	
• Fascia materials	Innovative use of glass and aluminium	
• Shading	The entire complex is oriented to minimize solar gain. Further, various measures to add shading by the use of projections, recesses and fins add a richness to the façade while creating day-lit and glare free workspaces inside	large trellised area provides semi-covered terrace functional And a visual delight
• Roofs	Green in true sense of the word, the roofs are devised out of a planting system that ensures year round Vegetation, while also providing insulation and a joyful usable space	2.0 acre of terrace gardens

SUSTAINABILITY

Adequacy

• Energy	Energy conscious planning ensures lower requirement for lighting. While reducing operational demand, Adequacy is ensured by power backup that is provided on modular basis is provided	30% lower demands Total 16 mw dg backup
• Water	Rainwater harvesting and a triple run water cycle, ensures every drop counts	Zero discharge complex
• Comfort	High efficiency chillers and advanced controls ensure indoor comfort. A mix of strategies- such as by use of mistifiers provide comfortable outdoors & common areas	

Access & controls

• Physical	Carefully planned to secure, survey, impede and detect unwanted intrusions	
• Wired	Integrated solution for all voice, data and internet requirements	
• Safety	Highest standards of provision for fire detection and safety	6.6 lac litre of fire tanks

Appropriateness

• Armature	A unique and cutting edge solution to enhance the utilization of outdoor urban spaces	Shades, cools, lights & connects
• Renewable	Harnessing the power of sun	
• Responsible development	Based on principles that promote consumption in a manner that stays aware, minimises waste, and Promotes recycling. An environmentally responsible and ecologically conscious way of building	Local material and flyash used Promote flora & fauna

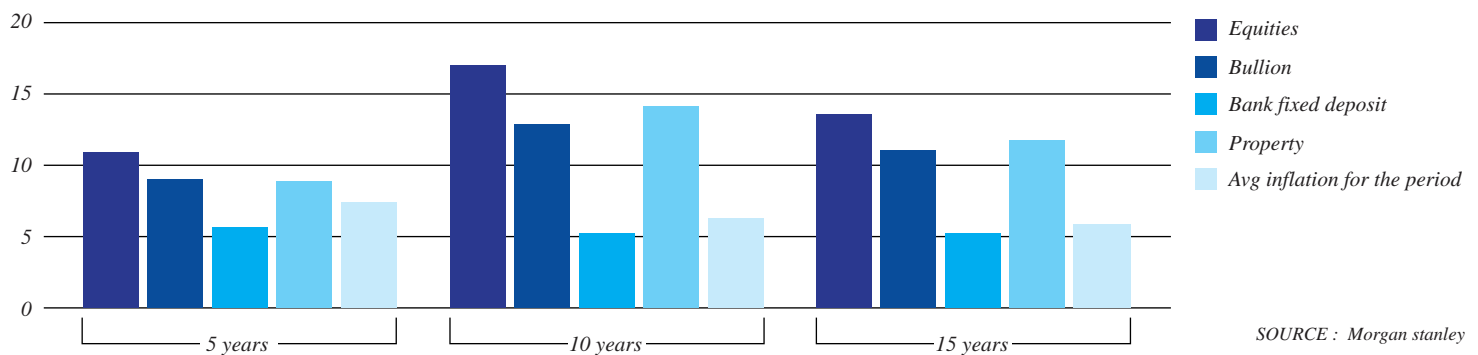
VARIOUS ASSET CLASS



	<i>Equities</i>	<i>Bullion</i>	<i>Fixed Deposit</i>	<i>Property</i>
Risk Factor	<i>High</i>	<i>High</i>	<i>Low</i>	<i>Medium</i>
Mortgage	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
Mortgage Hair Cutt	<i>50%</i>	<i>75%</i>	<i>80%</i>	<i>80%</i>
Holding	<i>Electronic</i>	<i>Physical</i>	<i>Physical</i>	<i>Physical</i>
Holding Cost	<i>INR 1000/year Amc</i>	<i>Storing Physical Gold is costly proposition</i>	<i>Nil</i>	<i>Nil</i>
Regular Income	<i>Income only post sale Proceed</i>	<i>Income only post sale Proceed</i>	<i>Monthly/ Qrtly/Yearly</i>	<i>Monthly Income Via Rentals</i>
Unlocking	<i>Highly Liquid</i>	<i>Highly Liquid</i>	<i>Highly Liquid</i>	<i>Not Liquid</i>

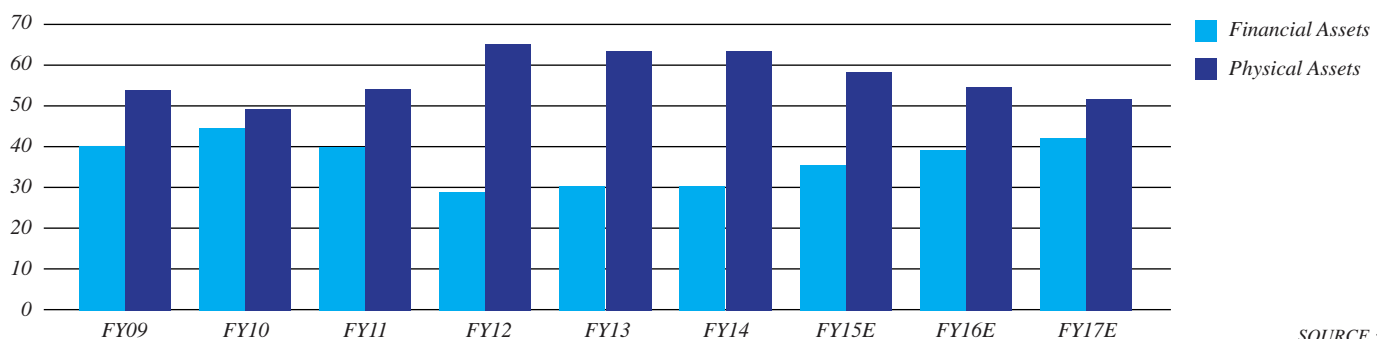
SOURCE : MoneyRizing

Average CAGR of various assets class



SOURCE : Morgan stanley

Financial Assets & Physical Assets as Percentage of Household Savings

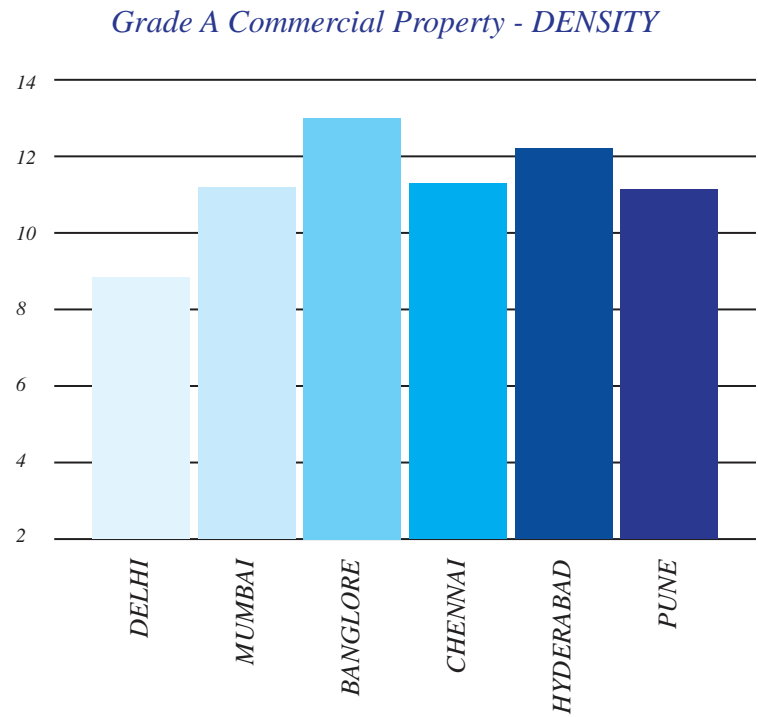


SOURCE : IIFL

WHY INVEST IN INDIAN REAL ESTATE?



<p>✓</p> <p>The Size of Indian Real Estate Market is estimated at USD 15 Billion and is currently growing at rate of about 30% annually.</p>	<p>✓</p> <p>The second Largest employing sector including construction and facility management.</p>
<p>✓</p> <p>Strong & Improved economic growth, proactive policy initiatives like relaxation of FDI in construction & availability of finance driven demand for Real Estate across all India.</p>	<p>✓</p> <p>There has been a rising demand for quality infrastructure across various segments of Real Estate sector Pan – INDIA.</p>

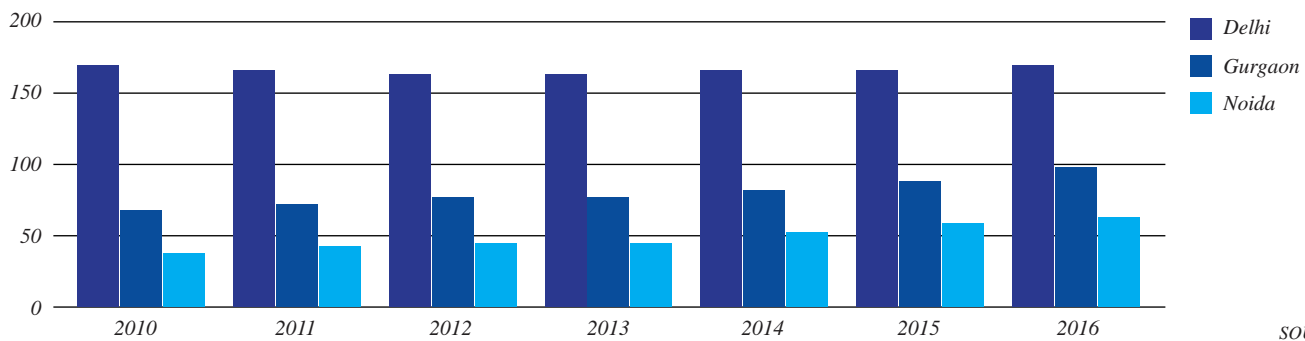


<i>Commercial</i>	<i>Residential</i>
<i>Longer Lease Period – 3 Years to 20 Years</i>	<i>Lease Period 11 Months</i>
<i>Maintenance of the commercial property tenant is better, as the look & condition of the property is important for their Business.</i>	<i>Yearly Maintenance Landlord</i>
<i>The Return On Investment is 7%-10% Net of all cost</i>	<i>The Return on Investment is 2% Net of all Cost</i>
<i>Dealing with MNC's & Corporates is Process Driven Approach</i>	<i>Dealing with Individuals</i>
<i>Timely Rent Disbursement</i>	<i>Not So Timely Disbursement</i>

DELHI NCR

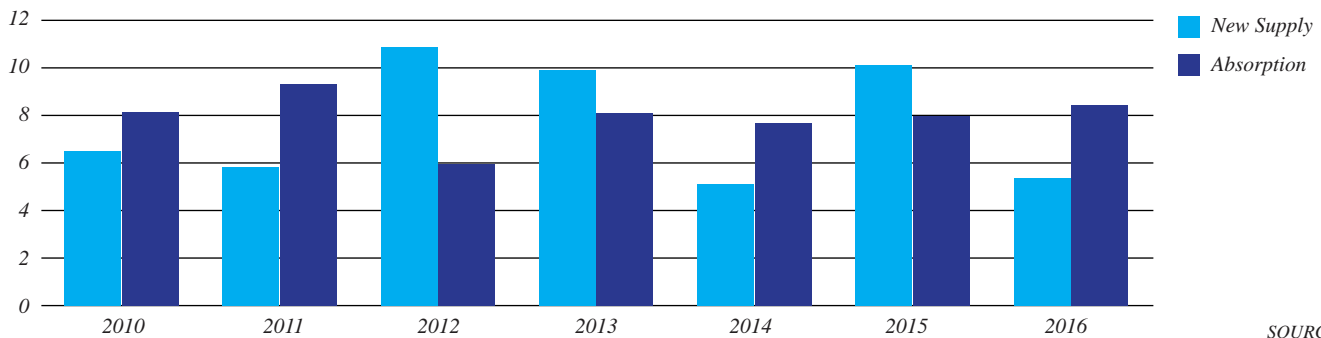


Rental Parity



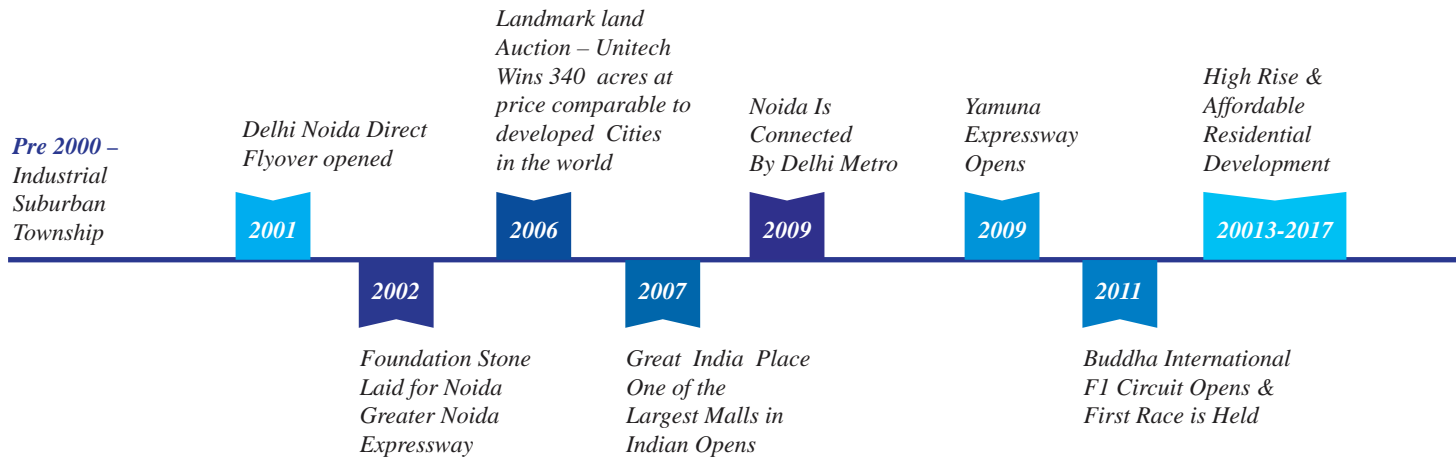
SOURCE : Colliers

Supply & Absorption



SOURCE : Colliers

NOIDA MILESTONE



NOIDA MARKET COMPARISON

PROJECT	DEVELOPER	LOCALITY	SIZE	CURRENT RENTALS PER SQ. FT.
ABC	ASSOTECH	<i>Sector 135</i>	<i>14ACR</i>	<i>57</i>
ADVANT		<i>Sector 142</i>	<i>7 ACR</i>	<i>65</i>
I PARK		<i>Sector 135</i>	<i>1 ACR</i>	<i>55</i>
MATRIX	URBTECH	<i>Sector 132</i>	<i>1 ACR</i>	<i>60</i>
GY SQUARE	RELIGARE	<i>Sector 125</i>	<i>2 ACR</i>	<i>65</i>
WINSOR PARK	ASSOTECH	<i>Sector 125</i>	<i>1 ACR</i>	<i>65</i>
TRADEX	BRAND	<i>Sector 125</i>	<i>2200 MTR</i>	<i>65</i>
ECO TOWER	RE-CAPITAL	<i>Sector 125</i>	<i>2200 MTR</i>	<i>65</i>
TECHNO PARK	LOGIX	<i>Sector 127</i>	<i>10 ACR</i>	<i>70</i>
TECH BOULEVARD	3'C	<i>Sector 127</i>	<i>10 ACR</i>	<i>75</i>

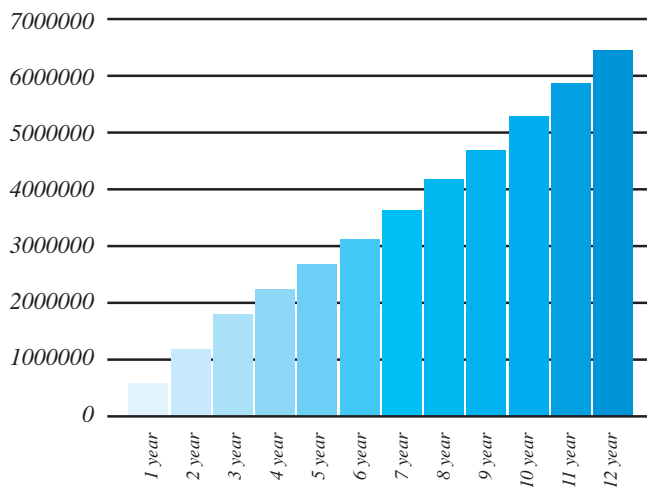
WEALTH MULTIPLIER PROJECTION



RENTAL WEALTH CREATION

*Alphathum 12% Rental Plan
(first 3 years Yield is 12% & next 9 years is 9)
(15% Escalation Post every 3 years)*

<i>1 year yield on investment Amt @12%</i>	<i>600000</i>
<i>2 year yield on investment Amt @12%</i>	<i>600000</i>
<i>3 year yield on investment Amt @12%</i>	<i>600000</i>
<i>4 year yield on investment Amt @ 9%</i>	<i>450000</i>
<i>5 year yield on investment Amt @ 9%</i>	<i>450000</i>
<i>6 year yield on investment Amt @ 9%</i>	<i>450000</i>
<i>7 year yield on investment Amt @ 9%</i>	<i>517500</i>
<i>8 year yield on investment Amt @ 9%</i>	<i>517500</i>
<i>9 year yield on investment Amt @ 9%</i>	<i>517500</i>
<i>10 year yield on investment Amt @ 9%</i>	<i>595125</i>
<i>11 year yield on investment Amt @ 9%</i>	<i>595125</i>
<i>12 year yield on investment Amt @ 9%</i>	<i>595125</i>
TOTAL APPRICIATION POST 12 YEARS TERM	6487875



REALTY GROWTH ANNUALLY EXPECTED

<i>1 year yield on investment Amt</i>	<i>5400000</i>
<i>2 year yield on investment Amt</i>	<i>5832000</i>
<i>3 year yield on investment Amt</i>	<i>6298560</i>
<i>4 year yield on investment Amt</i>	<i>6802444.8</i>
<i>5 year yield on investment Amt</i>	<i>7346640.384</i>
<i>6 year yield on investment Amt</i>	<i>7934371.615</i>
<i>7 year yield on investment Amt</i>	<i>8569121.344</i>
<i>8 year yield on investment Amt</i>	<i>9254651.051</i>
<i>9 year yield on investment Amt</i>	<i>9995023.136</i>
<i>10 year yield on investment Amt</i>	<i>10794624.99</i>
<i>11 year yield on investment Amt</i>	<i>11658194.99</i>
<i>12 year yield on investment Amt</i>	<i>12590850.58</i>
TOTAL APPRICIATION POST 12 YEARS TERM	12590850.58

