



THE RESURGENCE OF RETAIL

WELCOME
TO THE FUTURE
OF RETAIL



Sector - 150, Noida

THE REVIVAL BEGINS HERE

One of the pillars of the Indian economy, retail has been contributing significantly to India's GDP. Despite taking a hit due to Covid, the retail sector has seen a steady recovery post the unlock, reaching 80% of pre-covid gross merchandise value (GMV) levels and is pegged at about \$780 billion this year¹. Modern retail share in total retail is expected to touch 18% by 2025 from about 12% in FY2021.



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



RETAIL SPACES: A GOOD SPACE TO BE IN

Organised retail is here to stay and retail spaces or shops offer one of the highest yields among all real estate investment.

Commercial real estate was on a growth trajectory till 2020. Even though the COVID-19 crisis slowed down the growth, the market is expected to witness an upsurge in demand as the situation gets better. the commercial real estate sector of NCR is likely to report growth, due to improved demand. It further stated that NCR's commercial real estate continues to perform more than any other real estate asset class and promises growth.



EXPLORE THE POSSIBILITIES

As consumer behavior changes, so do retail offerings. Things that used to occupy a small shop space are now full-blown stores, or have entire floors dedicated to them. Similarly, there are new opportunities in almost every segment.

Apart from food & beverages, which in itself is a huge category, there are many other categories in retail which could see various businesses flourish.

HEALTH & BEAUTY

With greater consciousness among consumers, the spend on health and beauty products has gone significantly up. A few retail chains have come up to take advantage of this increased demand, but there still remains a huge market and many opportunities here.

GADGETS & ELECTRONICS

The market for gadgets will keep expanding as products keep getting upgraded to new technologies. Mobiles and laptops make for their own exclusive category here, with an ever-increasing demand.

HOME FURNITURE & HOUSEHOLD GOODS

This is a category that organized retail has barely started exploring. For a market size this large, it remains a space full of great potential and opportunities.

FASHION & FOOTWEAR

When it comes to clothing and footwear, there is an exhaustive list of Indian and international brands that exist in the market and new ones making their way. However, considering the ever-changing category it is, there are never too many choices and never a lack of opportunity here.

LEISURE & PERSONAL GOODS

There remain a whole lot of retail possibilities like gifting, bookshops, customised products, stationery and more, which have their own niche market.



RETAIL SPACES AT CITY CENTER 150

The spaces at City Center 150 are designed for gaining maximum visibility, and make for a successful retail space in every aspect.

THE LOCATION

Being a part of City Center 150, and in an area with a vast catchment area, makes it just the kind of place you may want your business in.

PLAZA AND ROAD FACING

Choose where you see your business, with both plaza facing and road facing spaces.

EXCLUSIVE SPACES

With exclusive spaces dedicated to different retail categories, you get targeted footfall and it can help your customers find you easily.

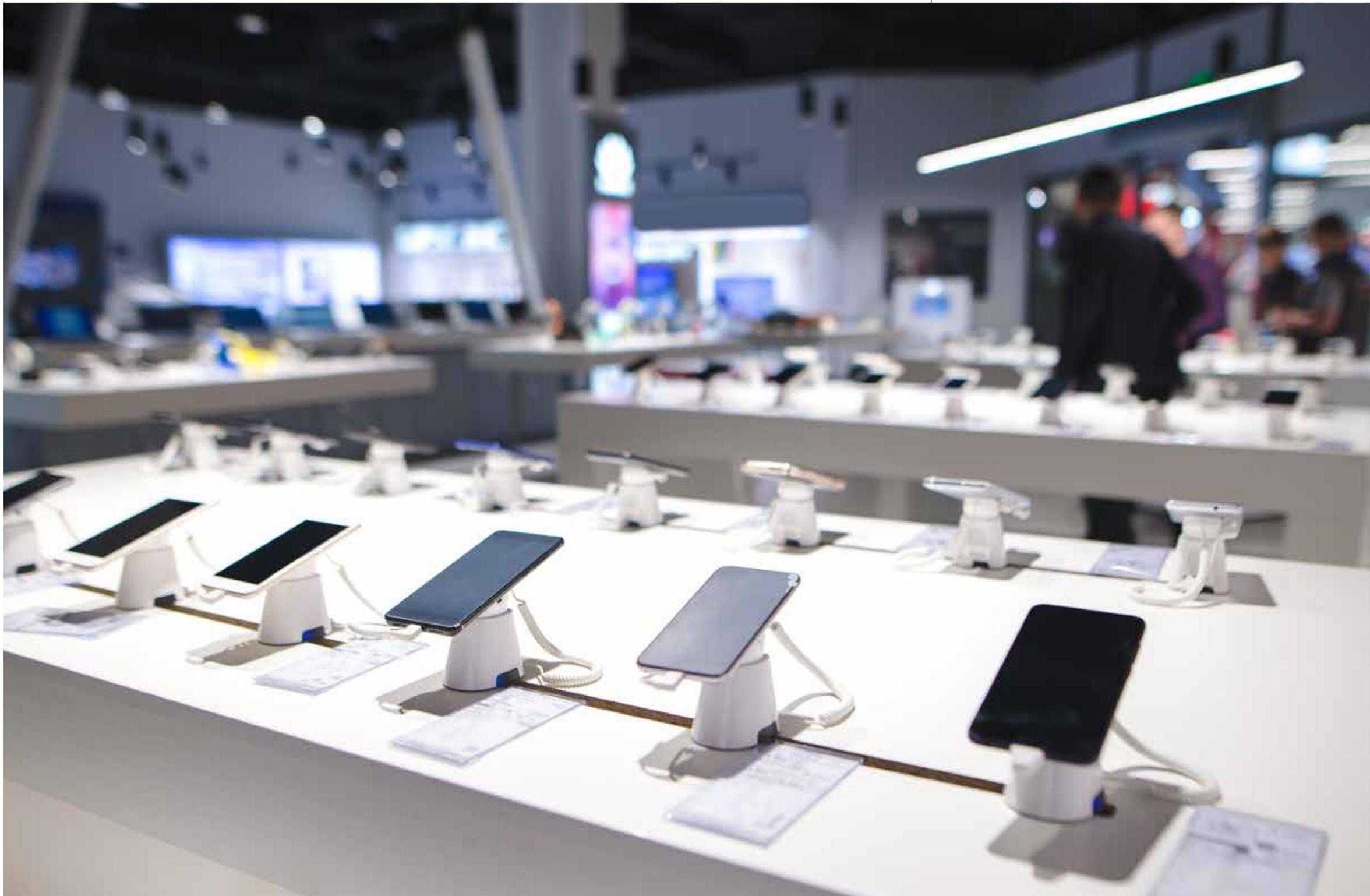
BRAND MIX

When leading brands set the ground for pulling in potential customers, it also gives an opportunity to smaller, independent stores to catch their attention.



FOUR SPACES. UNLIMITED OPPORTUNITIES

There are more ways than one in which you can become a part of the retail ecosystem at City Center 150. To make the entire shopping experience more organised for the customers, as well as to better place and encourage same-category businesses, City Center 150 offers four different kinds of retail spaces, each unique in its own way.



GADGET
STREET



POWER YOUR BUSINESS WITH THE POWER OF TECH

Gadget Street will unravel a whole new universe for the digital savvy and gadget-loving customers by giving them a hands on experience of what they love the most. Imagine a place presenting a range of the most innovative and unique tech products and turning it into a playground for tech enthusiasts - with interactive experience zones, the widest range of products and tech experts to help enrich their experience further.

It's like stepping into a world of electronics & gadgets, with cutting edge products for your needs - from beautifully designed home appliances to the latest mobile phones, tablets and laptops. Experience superb visuals and sounds at an experience center that lets you try the finest TVs, the coolest sound systems, gaming consoles and more. And if all that confuses you, you can always let tech experts guide you on the best fit for your needs.



ALL ABOUT GADGETS

Being an exclusive space for gadgets & electronics ensures that you get the right footfall, and anyone who enters your store may be a potential customer.

LARGE ENOUGH TO FIT IT ALL

Gadget Street will have retail spaces that cater to multi-brand digital gadgets & home electronics needs, and will include all major segments.



MAKE IT AN EXPERIENCE

Customers' will be able to try different products, play with them, get all the details they need instantly and get a wholesome experience before they decide to buy.

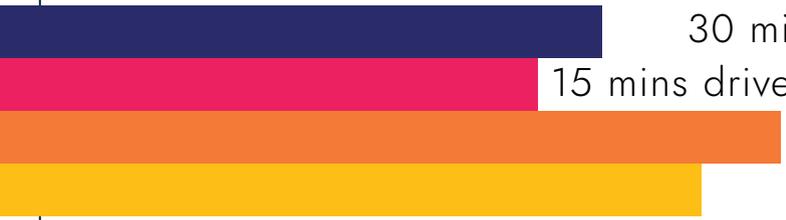
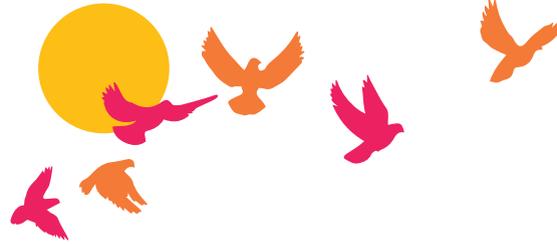




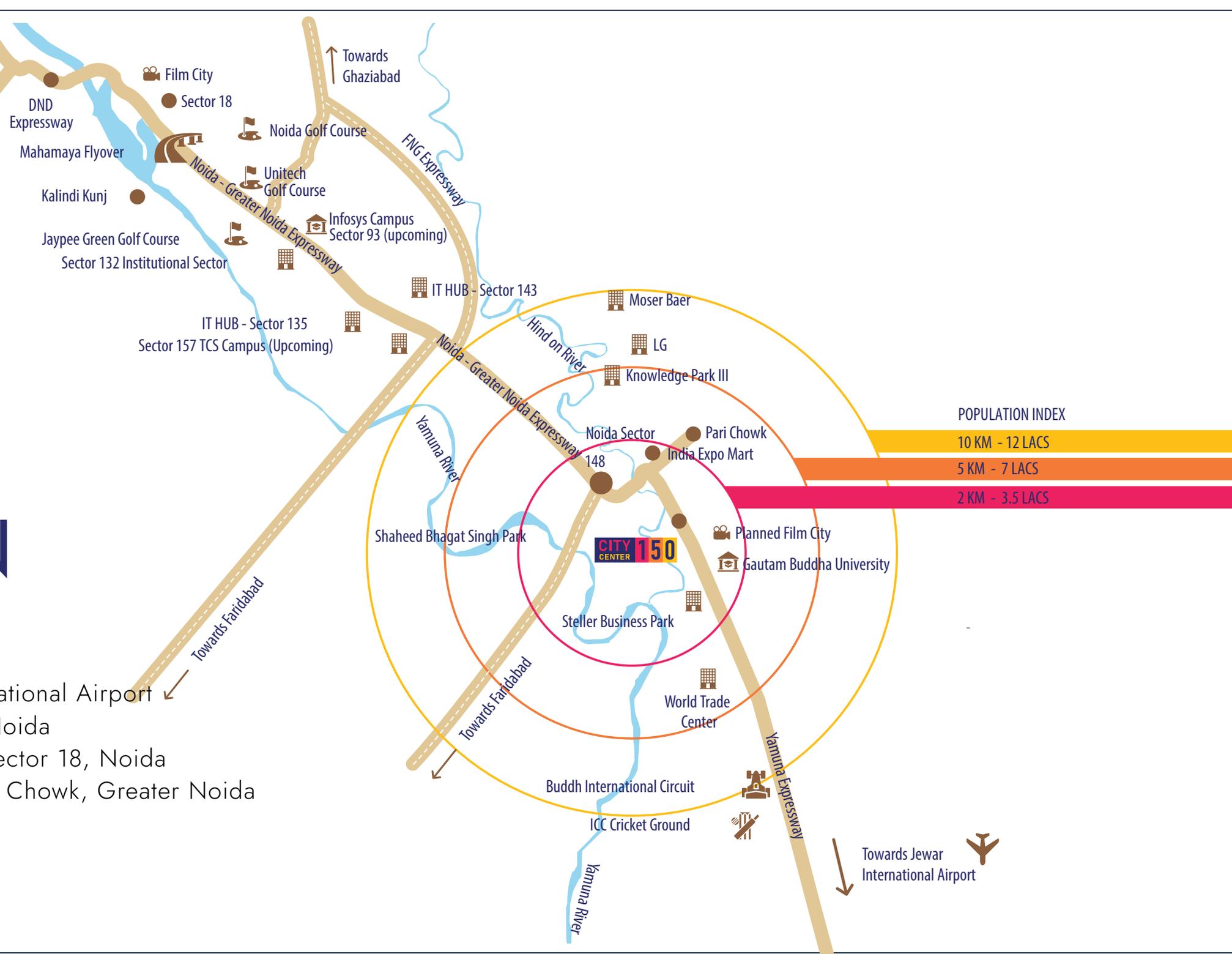


A VIEW OF RETAIL ARENA

RISING AT THE CUSP OF TRANSFORMATION



30 mins drive to Jewar International Airport
 15 mins drive to Film City, Greater Noida
 30 mins away from Sector 18, Noida
 10 mins drive to Pari Chowk, Greater Noida



POPULATION INDEX

10 KM - 12 LACS
5 KM - 7 LACS
2 KM - 3.5 LACS

A LEGACY OF EXCELLENCE

Backed by a decade's worth of experience and an abundance of expertise, the Bhutani Group has pioneered conceptualization and execution of upscale real estate projects in the retail, commercial segments which includes the most advanced IT office spaces. In a very short span of time the Group has left strong footprints in the entire spectrum of real estate development, creating and managing several projects across Delhi NCR.

With the highest standards of deliveries and return on investment all across Delhi and NCR over the last two decades, Bhutani Group is on a continuous trajectory of evolution inspired by and creating best practices in the world of development. In a sector where trust is everything, Bhutani Group is one of the few names a customer keeps coming back to, for our assurance of delivery. We place great value on customer satisfaction and dedicate ourselves wholly to fulfilling our customers' expectations.



BHUTANI
INFRA

OUR PROJECTS



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



Part of a 26.8 Acre 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.



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.

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





Site Office : Plot No SC-01/B, Sector 150, Noida - 201310