

FOR THE CITY OF GLORY. IN THE CITY OF GROWTH.

CENTRAL PATLIPUTRA



WELCOME TO THE FUTURE OF RETAIL



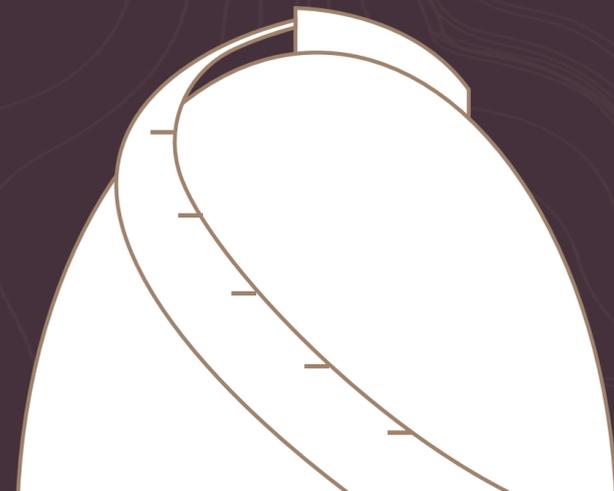
**CITY
CENTER** **150**

THE NEW LANDMARK OF NOIDA RETAIL



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 FY2020



PANORAMIC FRONTAGE TO CATCH THE WORLD'S EYE





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: 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. According to a report by 360 Realtors, the commercial real estate sector of NCR is likely to report growth in the last quarter (October-December) 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.



CENTRAL
PATLIPUTRA



LET CULTURE LEAD THE WAY TO GROWTH

Central Patliputra opens up a world of myriad interesting possibilities in retail. Borrowing its name from one of the largest cities in ancient India, Central Patliputra reflects the glory, pride and prosperity associated with it. From the lanes of history, culture and knowledge, and once the center of power, at City Center 150, it stands for insight, initiative, progress, and is a center of growth. Central Patliputra presents an opportunity to offer a glimpse of culture in its retail offerings. It opens up ground for experimentation with various kinds of retail segments ranging from designer boutiques to interior decor, handicrafts to personalised gifts, accessories, health & beauty products and much more.



AN INTERESTING MIX OF PRODUCTS

Central Patliputra has the potential to become an interesting gallery of art, craft, beauty & culture, with the most interesting range of products.



FIND EVERYTHING AT THE RIGHT PLACE

On the upper ground floor, the retail spaces would neither be overly accessible nor difficult to access, which means you can catch the eyes of people who are genuinely interested and yet also attract the attention of passers-by who might just find something interesting.



A LARGE CUSTOMER BASE FOR YOUR PRODUCTS

Being at a vantage point in City Center 150 means a great footfall, which can translate into a large customer base for you.



THE NEW LANDMARK OF NOIDA RETAIL: CITY CENTER 150

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 Centre 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.

- Al-fresco style architecture
- Cubism inspired design
- 500+ feet (158 metres) frontage
- Modern glass façade
- Located on a 30 m wide road



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 heart of Noida's most premium sector





RIISING 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.

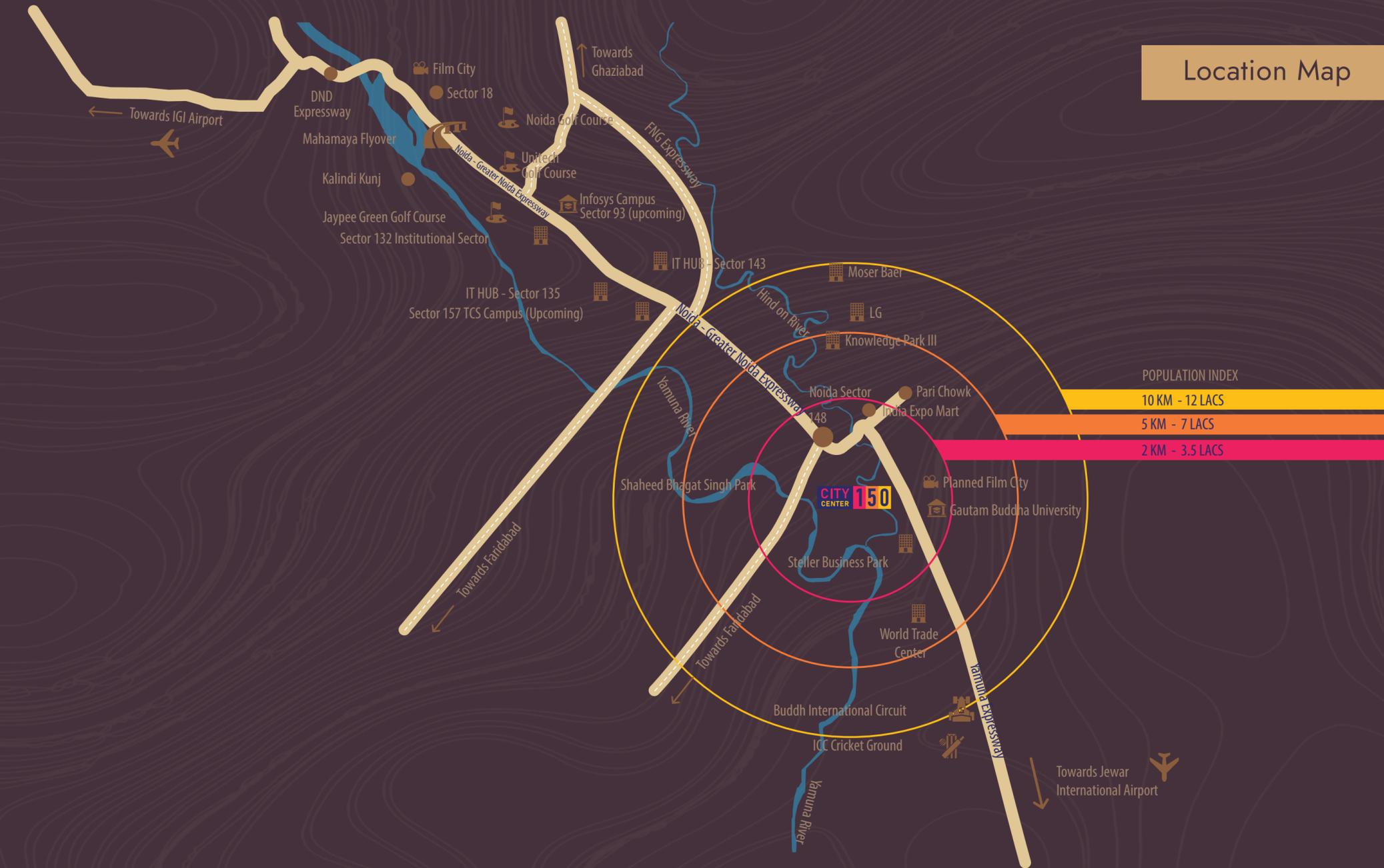
30 mins drive to Jewar International Airport

15 mins drive to Film City, Noida

30 mins away from Sector 18, Noida

10 mins drive to Pari Chowk, Greater Noida

Location Map



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.



OUR PROJECTS



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



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.



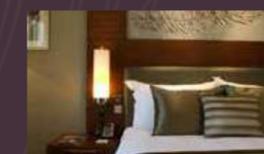
Arrive at an exclusive address. It's Noida's leading retail destination. Enter a space that's designed around your needs and enhanced by excellent hospitality services. Leave your worries at the door, this is your space where your priorities are respected.



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.



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.



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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