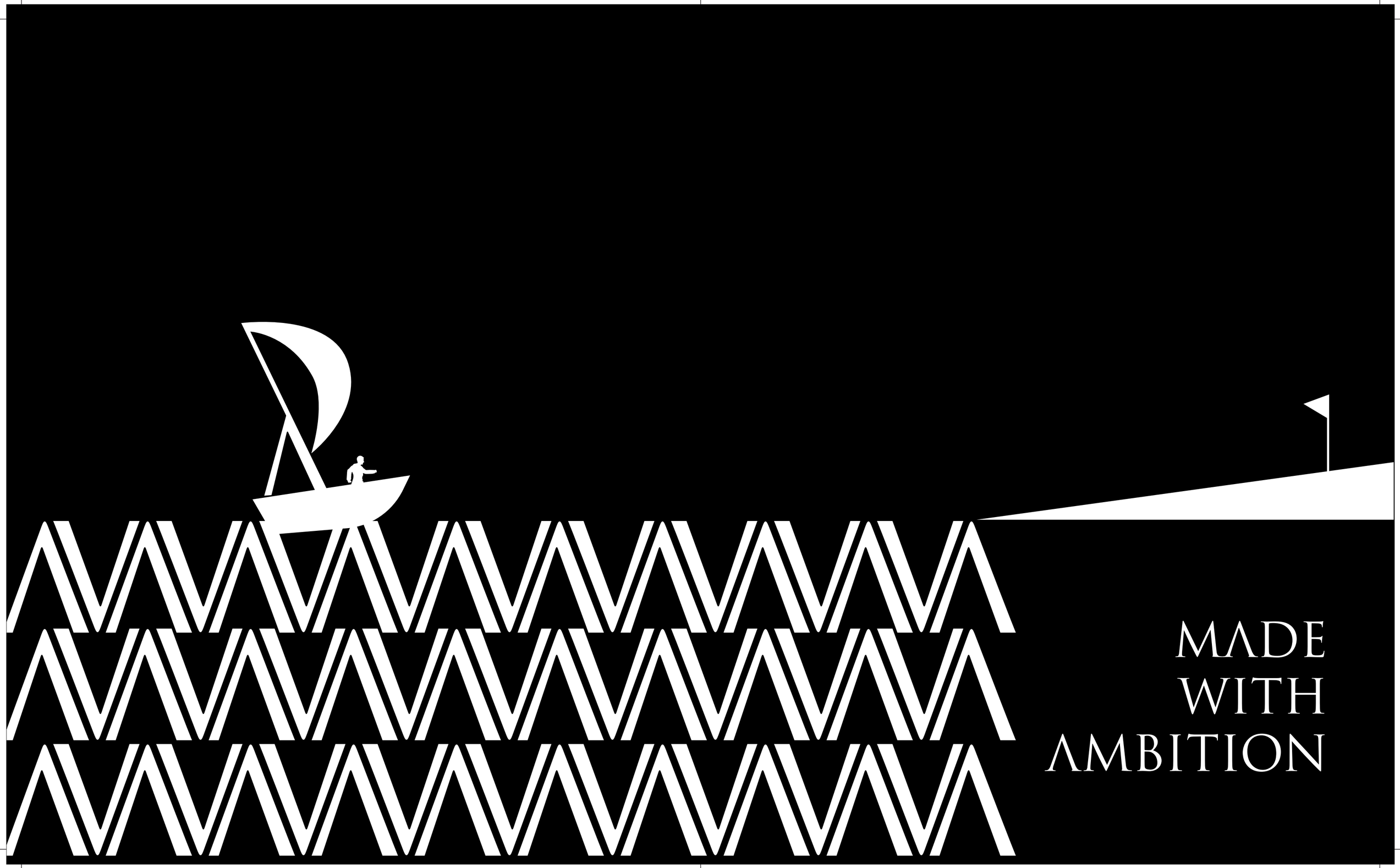
ALPHATHUM

MADE FOR LEADERS

MADE
WITH
COURAGE

Aerial View of Alphathum


MADE
WITH
AMBITION

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

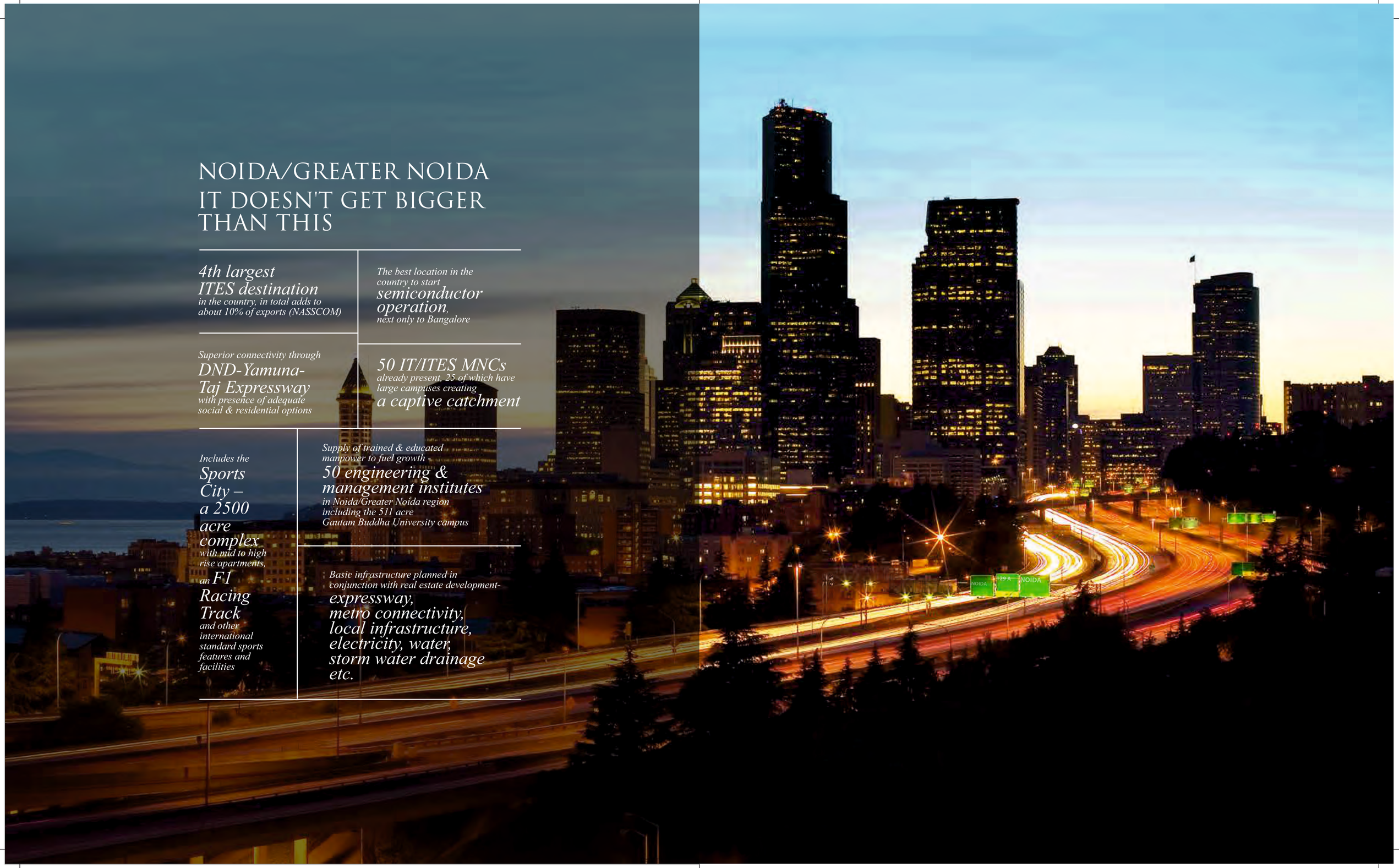
Superior connectivity through
DND-Yamuna-Taj Expressway
with presence of adequate social & residential options

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

10 million people *move into cities annually*

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

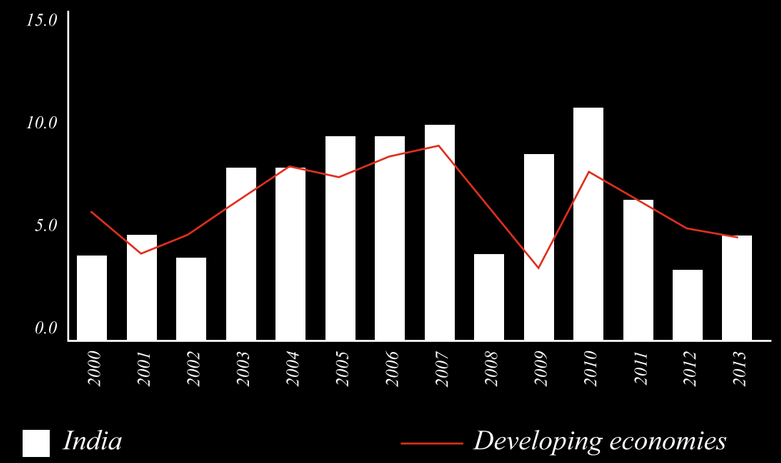
The Indian economy has outperformed other emerging economies in the last decade

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

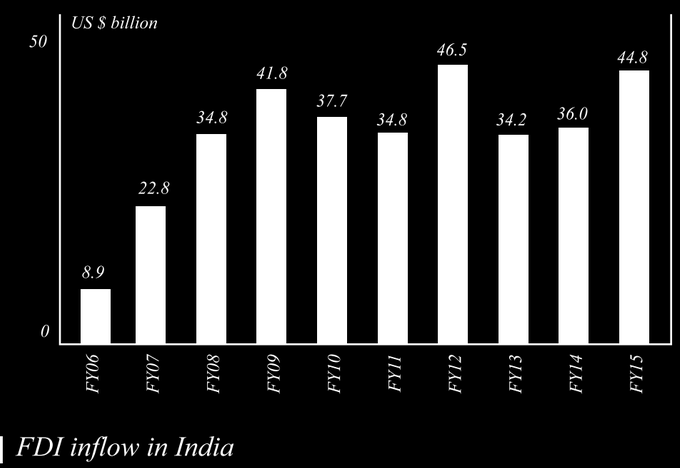
The real estate sector contributes about 6% to the Indian Economy and is expected to rise to *13%* *by* *2028*

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



Sources: KPMG - Indian Real Estate - Opening Doors | ICICI-Delhi_NCR_Real_Esate_Overview_2015_May_2015 | Square Yards - Half Yearly Real Estate Report - 2016

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

- OPPO
- VIVO
- LAVA
- LG
- SAMSUNG
- SPICE
- KARBONN
- ERICSSON

NOIDA IS THE TECH CAPITAL OF THE NORTH

Some of India's largest technology companies are based out of Noida

- HCL
- TCS
- Birla Soft
- Grapecity
- Fujitsu
- Adobe
- Cadence
- EXL
- Synopsys
- Headstrong
- NIIT
- Oracle
- Opera
- Sapient
- Verifone
- Xansa
- Xerox
- Dell
- Impetus
- Infosys
- Computer Science Corporation
- Path Infotech
- Perot Systems
- Tech Mahindra

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

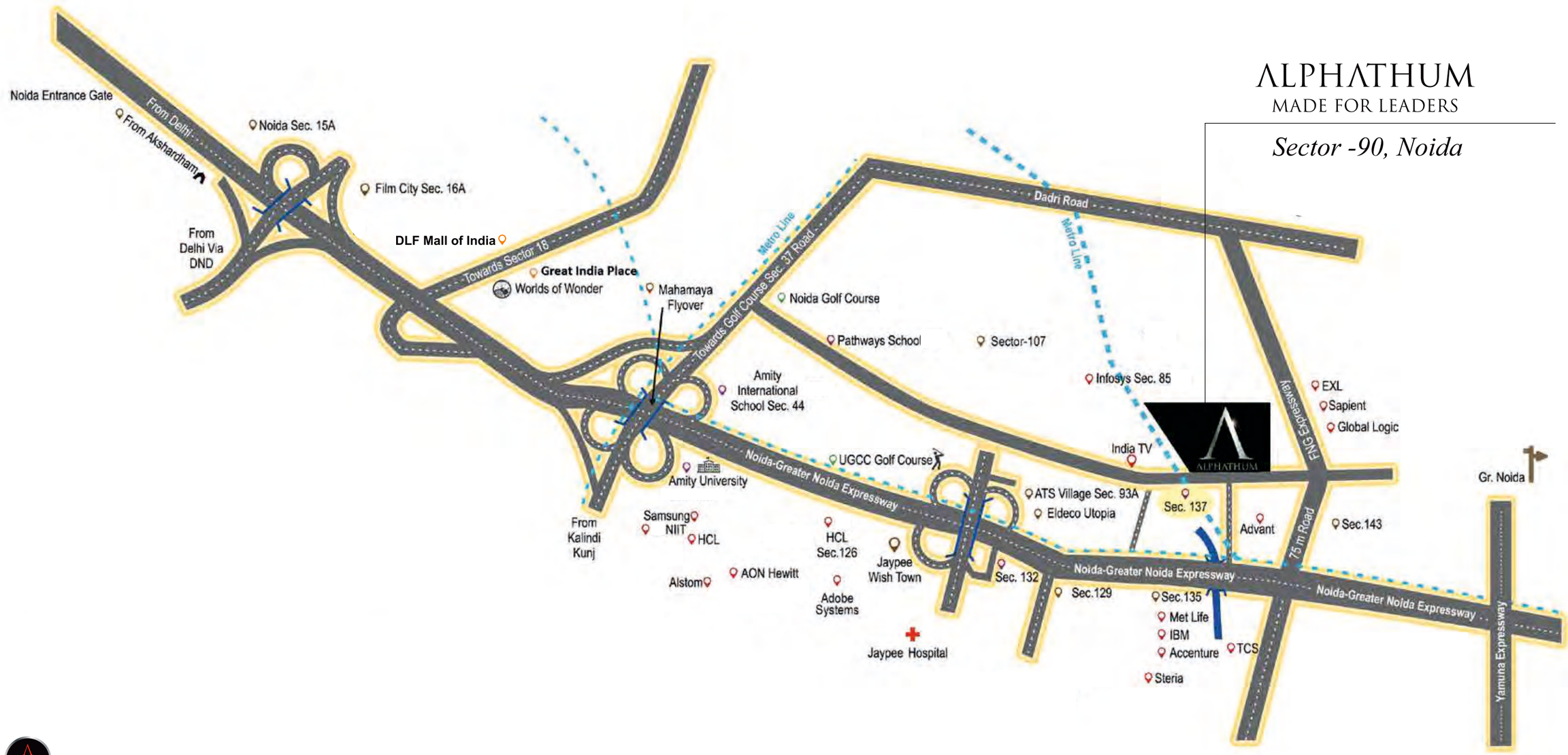
Retail investors in the country can now invest in Real Estate at more convenient price points. With the REITS ruling, capital in the real estate industry will be freely available, speeding up development and creating a more compelling catchment for Alphathum.

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.

ALPHATHUM
MADE FOR LEADERS

Sector -90, Noida



20 minutes drive
from Ashram Chowk

Located just off the
Noida Expressway in
Sector 90

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

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

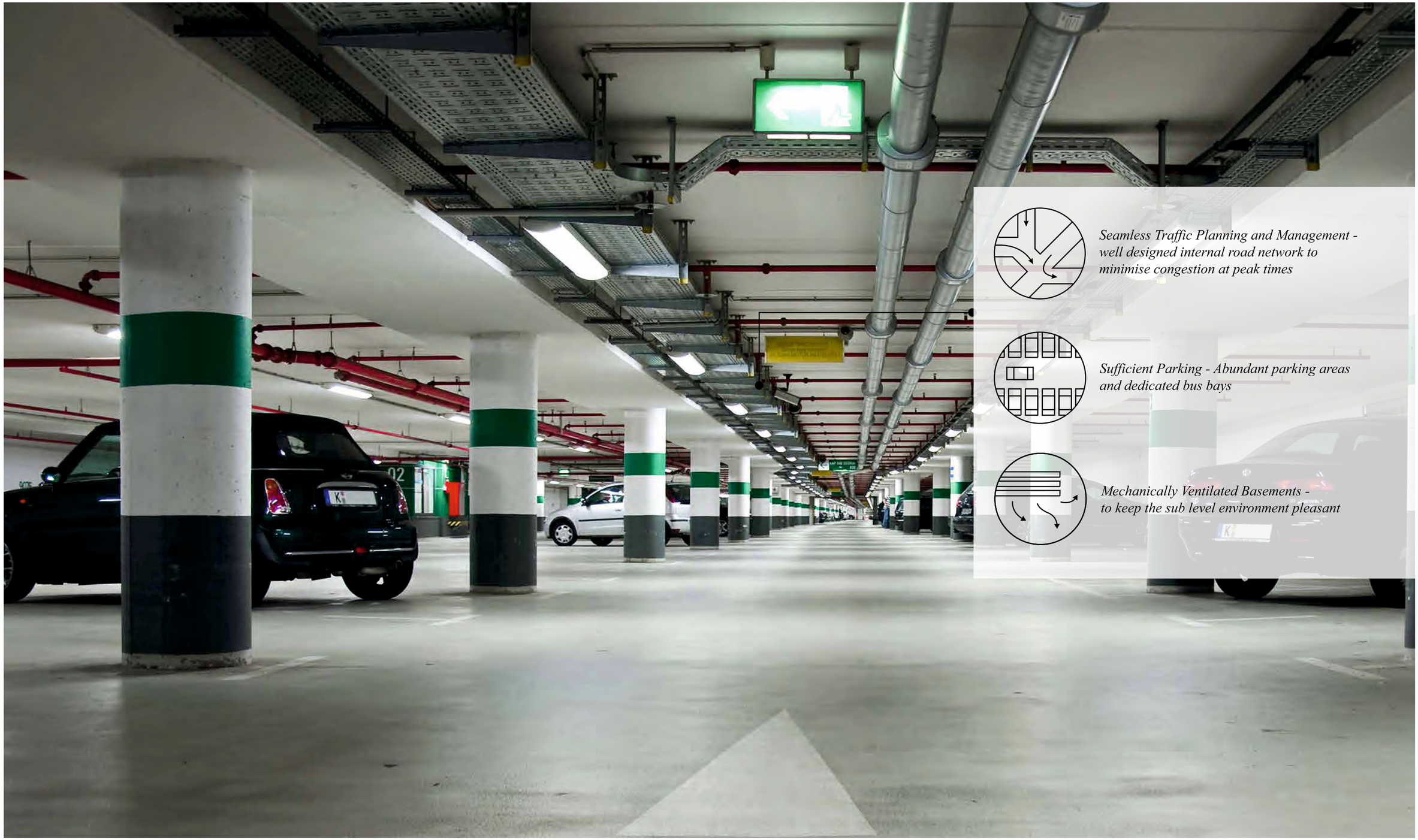
Connecting Noida and Greater Noida to Agra and beyond, the Yamuna Expressway is one of the most commendable routes in the country. The excellent infrastructure on either side of the highway has led to the creation of regional economies that are feeding into the larger eco-system of the NCR.

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.



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

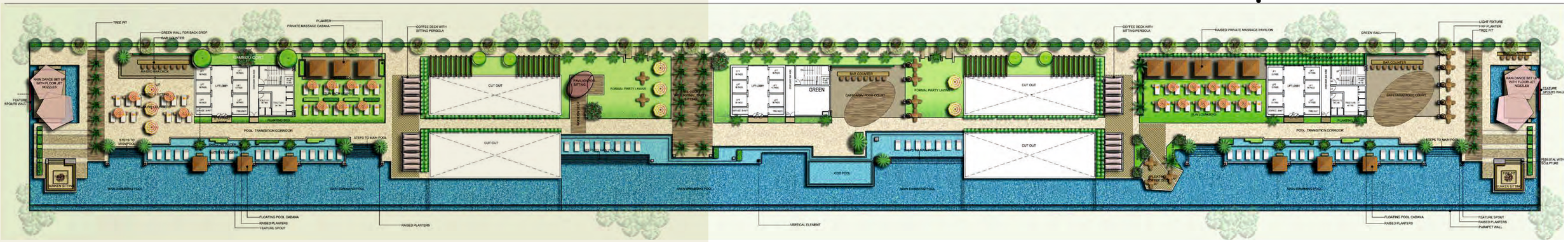
Central Chilled Water Air Conditioning System that maintains an environmental equilibrium all year round to keep the temperature (heated in winter), humidity and air quality at optimum levels

International Club
- Terrace Gardens
- Dining Facilities
- Sports Facilities

Gate fold

ALPHATHUM

Rooftop infinity pool
- Layout plan



*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 ougreatest impetus in growth. With the highest standards of deliveriesall 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.*

BHUTANI
INFRA
INSPIRED BY INNOVATION

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

PARMESH COMPLEX

PARMESH COMPLEX I

PARMESH COMPLEX II

i-thum
The future of IT parks !

World Square Mall

PARMESH BUSINESS CENTRE I

PARMESH BUSINESS CENTRE II

PARMESH CORPORATE TOWER

i-thum

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.

World Square Mall

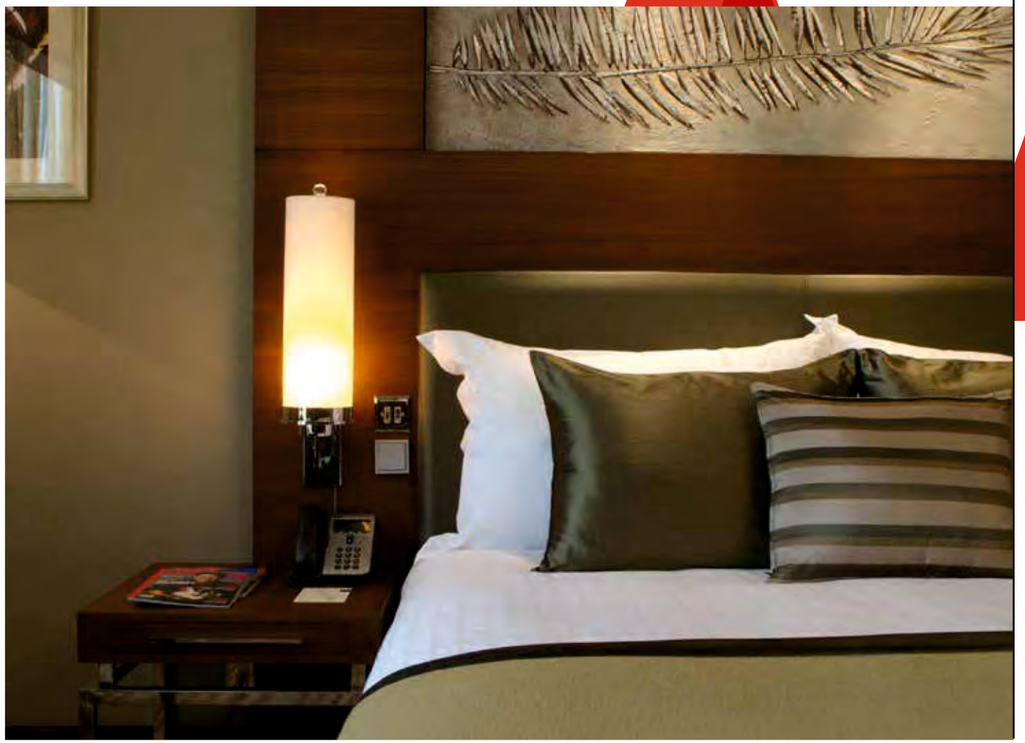
Ghaziabad

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 know through North India for its warm interiors and exceptional service.



World Square Mall

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

ALPHATHUM

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 andcourts 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, Adequancy 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*

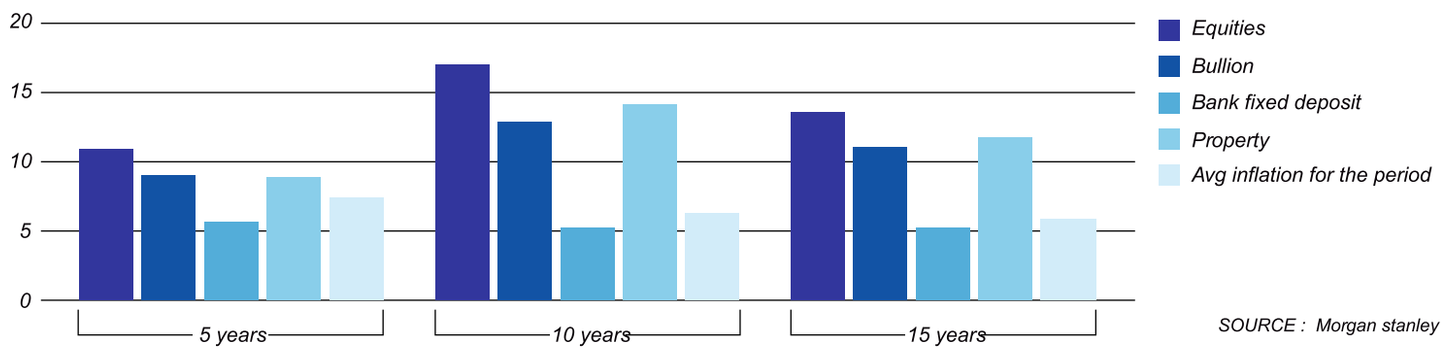
VARIOUS ASSET CLASS

ALPHATHUM

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

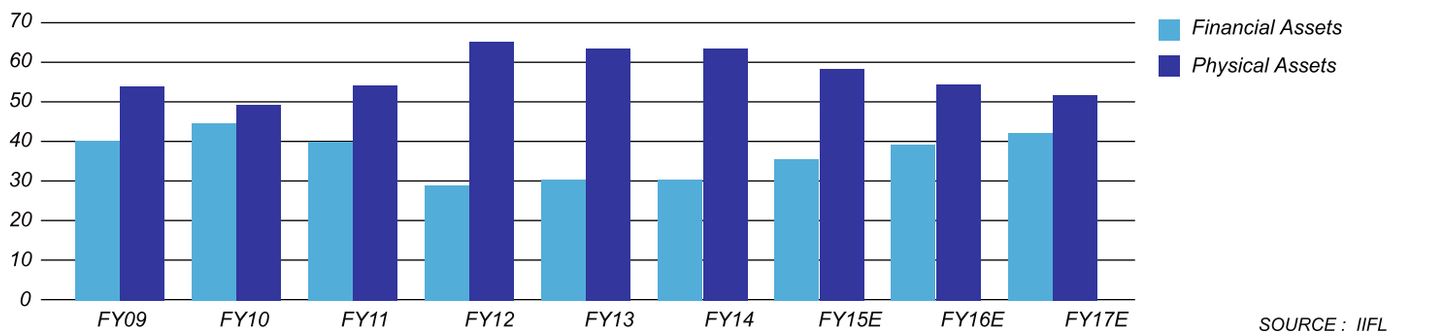
SOURCE : MoneyRizing

Average CAGR of various assets class



SOURCE : Morgan stanley

Financial Assets & Physical Assets as Percentage of Household Savings



SOURCE : IIFL

NOIDA MILESTONE

ALPHATHUM

Pre 2000 – Industrial Suburban Township

2001 – Delhi Noida Direct Flyover opened

2002 – Foundation Stone Laid for Noida Greater Noida Expressway

2006 – Landmark land Auction – Unitech Wins 340 acres at price comparable to developed Cities in the world

2007 – Great India Place One of the Largest Malls in Indian Opens

2009 – Noida Is Connected By Delhi Metro

2009 – Yamuna Expressway Opens

2011 – Buddha International F1 Circuit Opens & First Race is Held

20013-2017 – High Rise & Affordable Residential Development

NOIDA MARKET COMPARISON

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

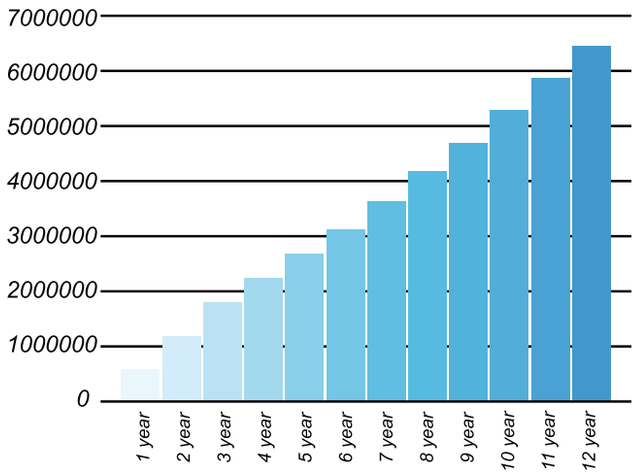
WEALTH MULTIPLIER PROJECTION

ALPHATHUM

RENTAL WEALTH CREATION

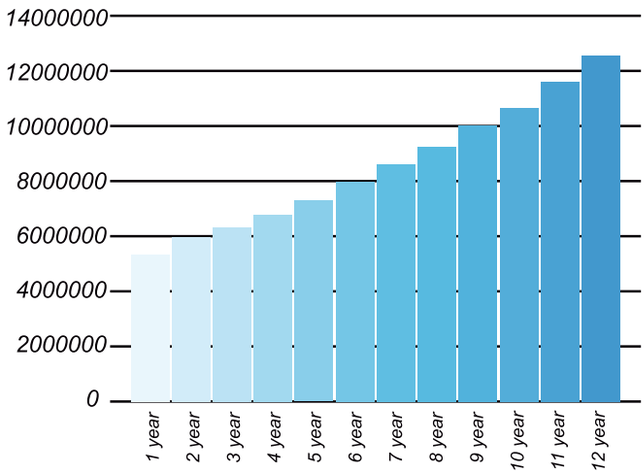
Alphathum 12% Rental Plan
(first 3 years Yield is 12% & next 9 years is 9)
(15% Escalation Post every 3 years)

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



REALTY GROWTH ANNUALLY EXPECTED

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



THANK YOU

Marketed By:

Red Maple

Built on Trust

Redmaple Buildiko Pvt. Ltd.

Corporate Address: C-58, Sector-2, Noida, U.P. (201301)

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