



MAKING SPACE FOR
EXPERIENCE BANKING



BANK
STREET

INTRODUCING

THE BANK STREET

TECHZONE IV, GREATER NOIDA (W)

— AT —



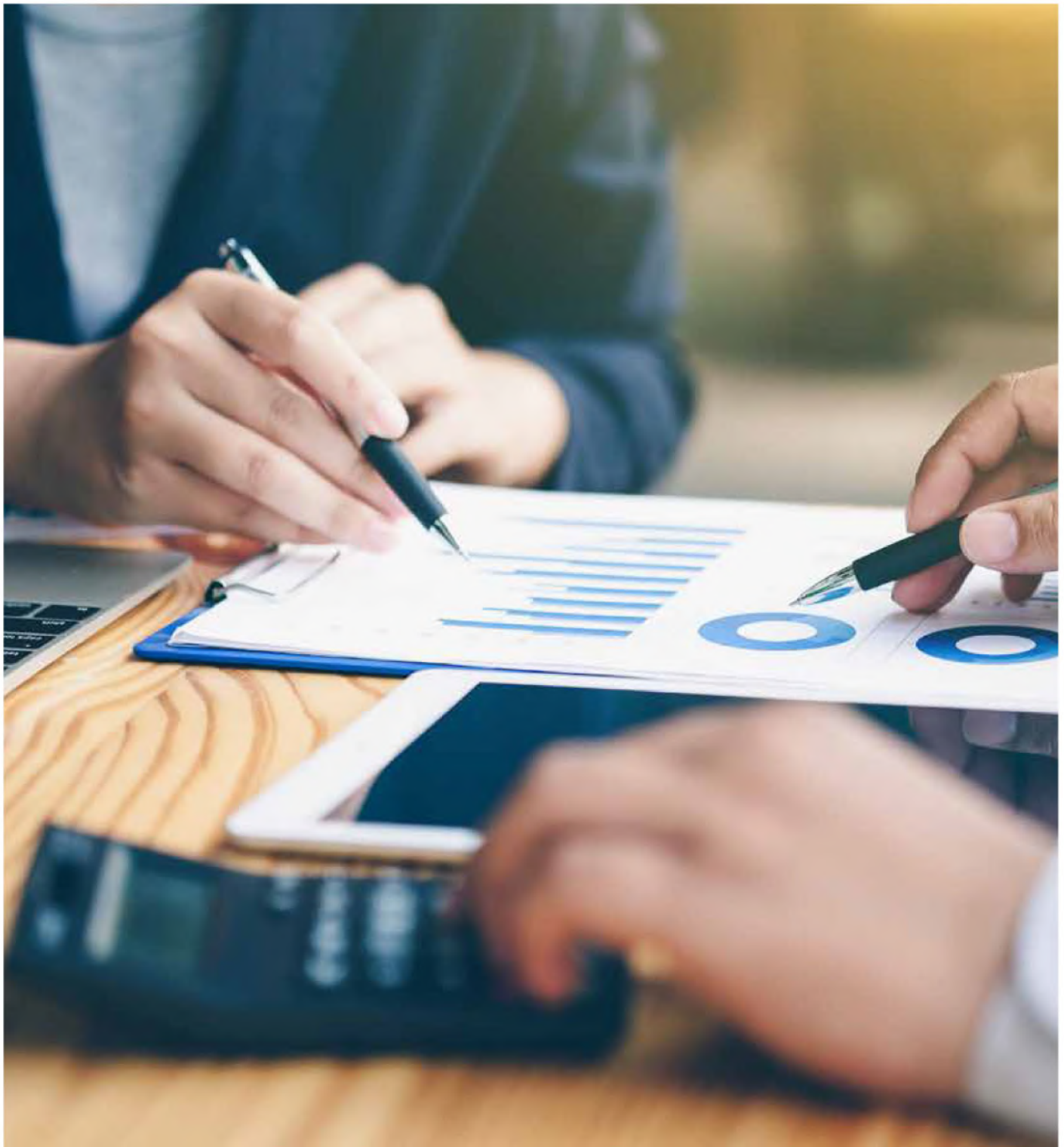
GRANDTHUM

LIFE LIVES HERE



THE EXPERIENCE SIDE OF BANKING

There is no business that is untouched by the digital wave today. Every industry has been impacted, in some way or the other. Banking is no exception. Digital and mobile banking have changed the way we do banking. Yet, going digital doesn't mean removing the human from the equation. If anything, it means making banking more human. When a customer chooses to visit a bank, they are looking for a 'human touch' and an experience that technology can assist in but not replace. Welcome to the experience side of banking, and banking spaces or experience centers that make it possible.









CHANGING NEEDS, CHANGING SPACES

To make the transition from a bank branch to a banking experience, a bank needs to step out of traditional branches and enter into a space that's more interactive, friendly and is in the comfort zone of the customer. That means banking spaces must evolve and move from standalone structures to spaces that integrate seamlessly with other aspects of the customers' lifestyle. Going to the bank should no longer seem like an either dull or exasperating task, but something as easy as walking into a retail store, interacting with a salesperson and finding the right product for your needs, all while you enjoy a cup of coffee.

These new banking spaces will be empowered by technology, to simplify the processes yet have human interaction at their core, so that customers get the assurance they seek while making important financial decisions.





THE FACE OF NEW-AGE BANKING

The new age banking spaces are going to be as much about the physical spaces as the services they offer. Here's what we can expect the banks of contemporary times to look like:

SOCIAL SPACES

A bank will have open and inclusive social spaces that allow more interaction between bank employees and customers, and help create a better vibe in general.

A GREAT BLEND

It wouldn't be a leap to see banking come together with retail services like a cafe in the bank, which makes it a more comfortable space for customers and enhances the overall experience.

GOING PHYGITAL

The branches would be an interesting mix of the physical and the digital, whereby the spaces are equipped with digital tools like intelligent devices and biometric authentication that make processes faster and convenient, yet offer better human interaction.

SERVICE BEYOND SALES

The role of the staff would go beyond providing the basics and into guiding the customer through the journey and making personalized recommendations that help them make more assured decisions.

THE NEW ADDRESS FOR BANKING: THE BANK STREET

The Bank Street is set to be the turning point for banks transitioning to the new phase of banking, fulfilling the first prerequisite - to be at the right place. With leading banks at one place, which happens to be one of the biggest commercial centers of the region, The Bank Street will help create an experience hub. It will help deliver the full branch experience to banks, and help them not only engage but acquire new customers and retain them.

What favors The Bank Street as the hub of experience banking

THE LOCATION

At Grandthum, Greater Noida West first organised retail center, The Bank Street will be at the center of all activity, business and leisure, thus putting the banks here at a vantage point, thus opening up better opportunities and presenting greater possibilities for them.

A READY CUSTOMER BASE:

Being a one-of-its-kind banking hub in a residential and commercial area with a vast catchment area, The Bank Street will have a great edge with a huge potential customer base to build on.

THE FOOTFALL:

With thousands of people visiting Grandthum from the neighbouring areas, the banks at The Bank Street will have an immense opportunity to turn potential customers into loyal customers by catching them at the right place and delivering on their expectations.

AN INTEGRATED COMPLEX:

As a part of a complete ecosystem that consists of retail, entertainment avenues, office spaces and serviced apartments, The Bank Street puts banking in the midst of a customer's lifestyle, and not just a chore.

LEADING NAMES AT ONE PLACE:

The Bank Street will bring together leading banks at one place, giving customers the luxury of choices, while giving the banks the benefit of being present at a place that will become the hub of banking in the region.





THE WAY FORWARD

Despite the economic conditions around the world, Indian banks have been resilient and have withstood global downturn well. As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalised and well-regulated. India leads in the digital payments space with IMPS rated the highest in FIS's 'Faster Payments Innovation Index', beating real-time payment services of countries like US, China, Japan, UK, Germany, and others.

Looking forward, India's banking sector is poised for growth with greater spending on infrastructure and banking reforms. As technology continues to drive banking to further growth, there is a greater need to lay emphasis on providing enhanced services to customers and improving their overall banking experience.







A PROPOSITION TO BANK ON

The Bank Street comes as an unprecedented opportunity, not just for banks looking to change their very approach to branches or banking spaces and customer interaction, but also for investors seeking out an investment that's solid, reliable and pays off well in the long term. As a space that will bring together different names from the banking industry at a single location, it creates an opportunity no leading bank would like to miss out on. For an investor, that means the assurance of ongoing occupancy, high rentals, and higher returns.



AT THE DESTINATION OF TOMORROW

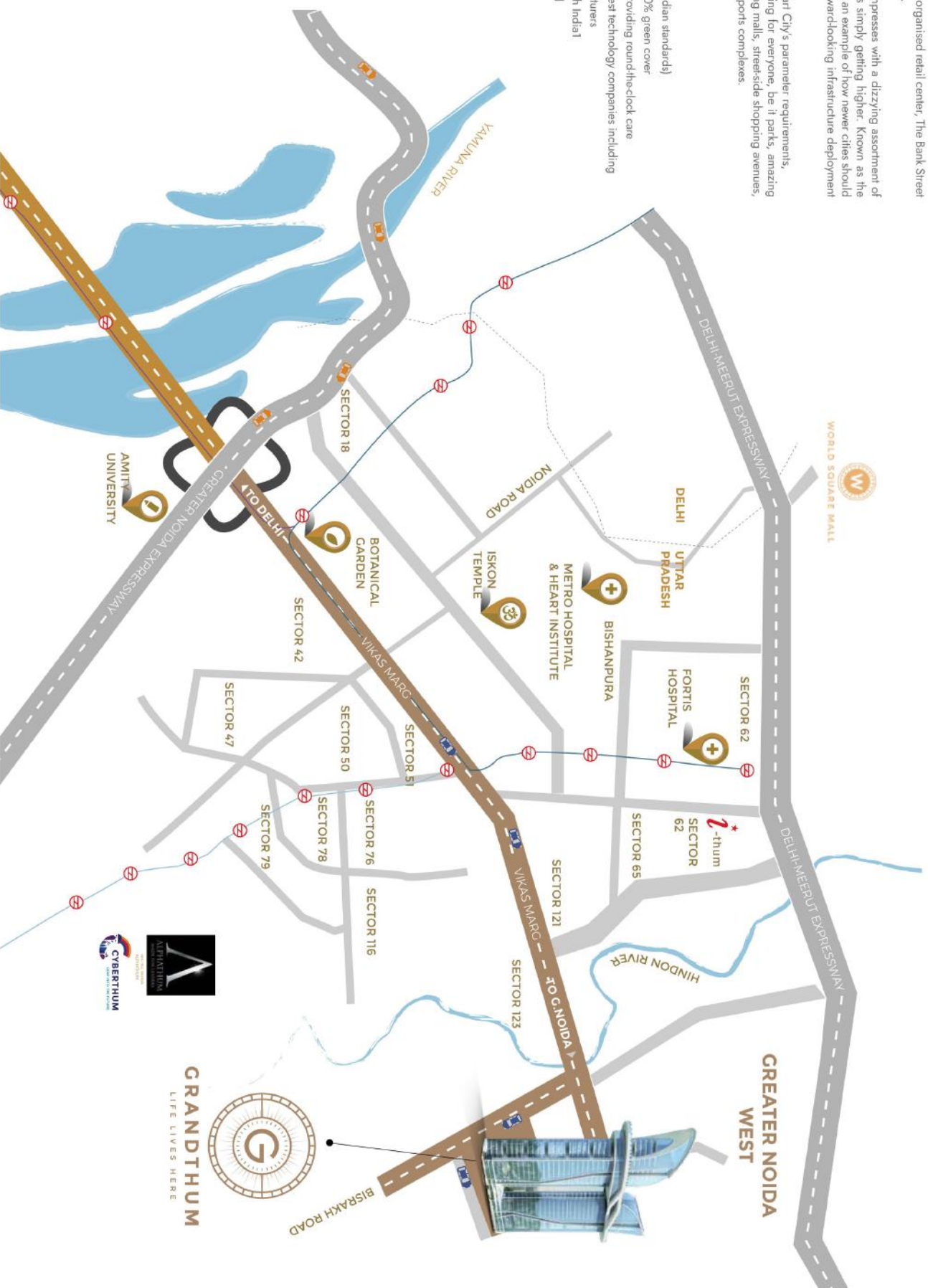
At Grandthum, Greater Noida West first organised retail center, The Bank Street lies at the center of brilliant possibilities.

Like any great city, Noida invites and impresses with a dizzying assortment of options. Here, however, the standard is simply getting higher. Known as the Gold Mine City, Noida is now quoted as an example of how newer cities should plan for future development, and of forward-looking infrastructure deployment and proactive policy creation.

Meeting close to three-quarters of a Smart City's parameter requirements, this beautifully planned city has something for everyone, be it parks, amazing street food, lifestyle restaurants, shopping malls, street-side shopping avenues, amusement parks, pubs, nightclubs or sports complexes.

AT A GLANCE

- Low on traffic and pollution (by Indian standard)
- India's greenest city with nearly 50% green cover
- World-class healthcare facilities providing round-the-clock care
- Home to some of the world's largest technology companies including renowned mobile phone manufacturers
- City with the tallest towers in North India!
- Positioned on 130 MTR wide road
- Two side open plot
- 5 Lakh Population in the vicinity



SITE LAYOUT





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.



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.



A landmark retail icon, comprising retail, leisure, entertainment, Grandthum injects energy and activity into Noida's contemporary culture.



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

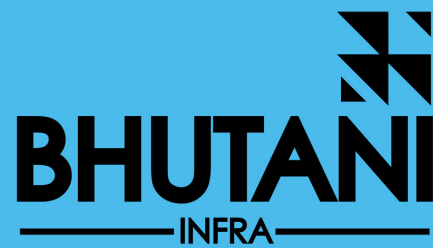
PARMESH BUSINESS CENTRE I: Karkardooma

PARMESH BUSINESS CENTRE II, Karkardooma

IIT ENGINEERS CO-OPERATIVE GROUP
HOUSING SOCIETY, Dwarka

WORLD SQUARE MALL, Ghaziabad





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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

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