

GRAND VENEZIA
The Epitome in Luxury and Entertainment



GRAND VENEZIA – THE ENTERTAINMENT DESTINATION

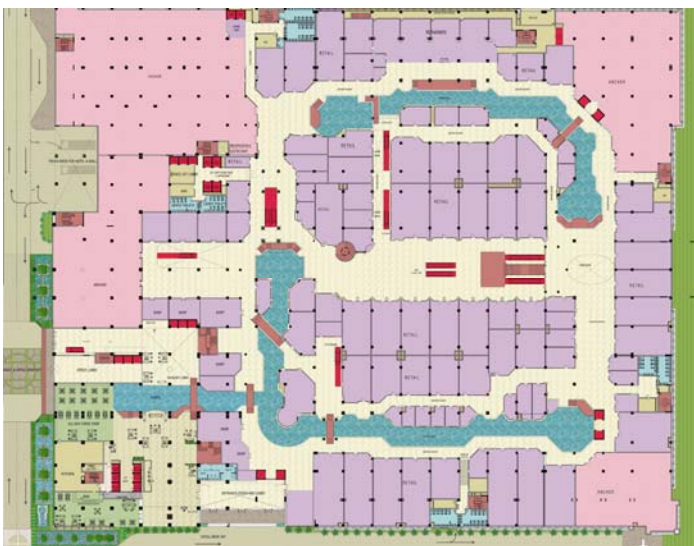
-  **FIVE STAR HOTEL**
-  **SHOPPING**
-  **OFFICE**

Imagine riding a Gondola amidst a quaint Venetian setting with Gondoliers singing opera - all within a multi million square feet contemporary up market mall in the vicinity of the capital city. Not in the realm of imagination any more, this and many such experiences are set to become a reality in The Grand Venezia slated to come up in NCR Delhi in the year 2010.

Modeled similarly on the lines of the Venetian Las Vegas and Venetian Macau, The Grand Venezia is the first of its kind in India with emphasis on retail and hospitality business. The project is a mixed use development comprising a shopping mall, an office tower and a 5-star luxury hotel. What sets it apart from other such developments is the design theme of recreating the ambience of the classic Italian city of Venice in the complex.

A unique feature of the site planning is that one can enter the mall at two different levels. One entrance is at the lower ground floor level where one gets a direct view of the canal right upon entering the mall. The other, a grand ramped entry set in a classical Italian landscape, takes the visitors up the ground floor of the mall where they are greeted by the grand elliptical staircase leading to the upper ground floor. Standing at this entrance one also gets an axial view of the Piazza below on the Lower Ground Floor level as also the sight of the gondolas in the canal below.

The central organizing features of the plan are a meandering canal, which will offer a variety of visual and spatial experiences, and the central piazza evocative of the Piazza San Marco, which is the main atrium of the mall. The canal is designed such that each shop is accessible by it. So the visitor has a choice of taking the gondola ride to journey from one end of the mall to the other or, for some, the ride will be purely for entertainment. The retail is spread over 4 floors while the multiplex, food court and gaming and entertainment are planned on the upper floors.



The internal built environment of the mall is a juxtaposition of the Venetian residential architecture. A mix of balconies and sloping roofs interspersed with colonnaded facades and intricate stone railings come together to create a milieu reminiscent of the quintessential Venetian street.



The Hotel is earmarked to be a 200 room luxury 5-star complete with a convention hall, spa and gym while the commercial tower comprises office spaces organized around a large landscaped atrium court offering a world class working environment.

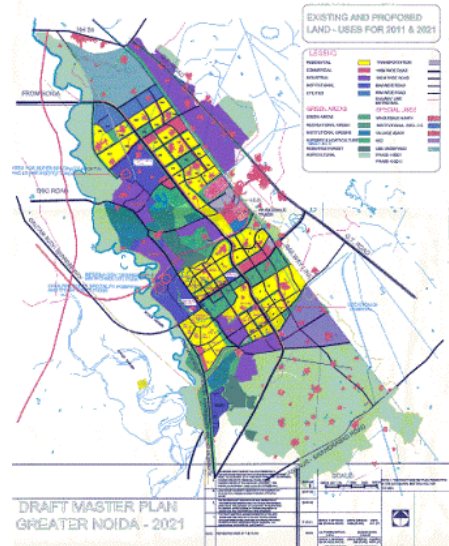


The towering hotel building heralds the complex from the approach road while another tower is positioned at the intersection of the roads which mark the design response to a corner plot. The elements of the exterior of the building are carefully extracted from their Venetian originals. From the starkness of Doges' Palace to the intricate tracery of the arches of the St. Marks Cathedral, the imagery is a reminder of these icons and not a mere repetition. The challenge was in fact to derive these elements so as to not create kitsch but rather to recall the essence of the buildings of Venice.

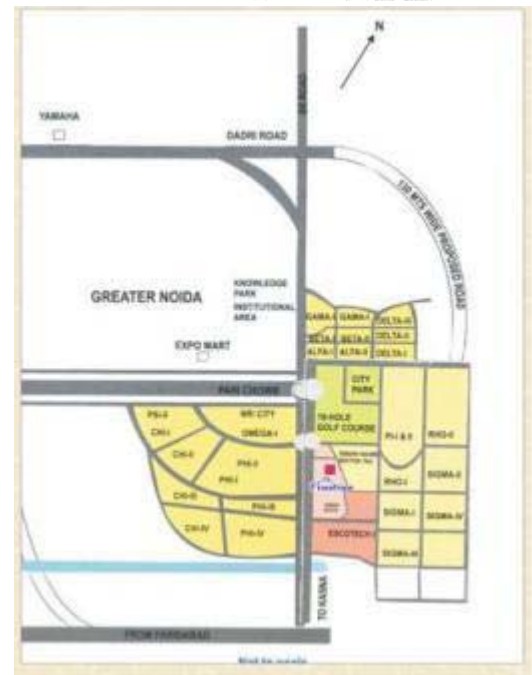
Truly, The Grand Venezia stands to be the epitome in luxury and entertainment which stands to become a landmark in the city of NCR Delhi in the years to come.

Opportunity Highlights

- *Attractive Opportunity to lease in India's first theme based mall offering world class facilities and infrastructure to tenants and customers located at Greater Noida, National Capital Region of Delhi (NCR)*
- *Built on the Venetian theme (like the Venetian Hotel & Casino in Macau and Las Vegas),the Grand Venezia will provide product and service offering that is superior and differentiated from there current "me too" mall's built on what is essentially the "small boxes in a big box" format .*
- *Lettable Area of approximately 1.13m sq.ft.*
- *Prime location ,0.3kilometer from Jaypee Green Golf Course (India's only 18 hole Greg Norman accredited golf course)and 1.7kilometer's from Pari- Chowk, the Gateway to Greater Noida*



- *Location has excellent surrounding infrastructure linking the mall to its catchment areas of Greater Noida , Noida & South Delhi & is on the main approach to landmark infrastructure projects such as the Taj Expressway, the proposed International Airport ,F1 track, the Metro & Railway Stations*
- *Land was acquired from the Uttar Pradesh Government in an auction, title is clear and all commercial usage & construction clearances have been obtained.*
- *The structure is almost ready and expected completion of the mall is December,2009*
- *Approximately 50% of the saleable area has been pre-leased to the best-in-class international and national brands within a very short time at attractive rates and balance area expected to be leased out very shortly*
- *Higher efficiency ratios, better mall configuration and differentiated product offering will result in 'tenant stickiness'.*
- *Given the high land values in NCR, it is extremely unlikely that another mall will be able to provide similar quality retail space to vanilla tenants at competing rentals in a comparable location.*



- *Building contractor is Shapoorji Pallonji : Shapoorji Pallonji, is a 140 year old company and a leading construction giant in India and abroad. Shapoorji Pallonji has emerged as one of the most quality-conscious construction companies. With over 1250 dedicated and qualified engineers employed by the organization, it's not hard to imagine why Shapoorji Pallonji is: The oldest Indian construction company with a legacy of 140 years; The first Indian construction company to enter the Middle East (Oman Palace) in the 1970's; The first Indian construction company to have earned the*

ISO 9001 Certification; The first Indian company to construct two, sixty-storey residential towers in the heart of Mumbai.

- *Architects are Arcop Associates Pvt. Ltd: Established in the year 1985, Arcop Associates Pvt. Ltd is associated with The Arcop Group in Canada and has executed a number of architectural, interior design, planning and urban design projects. It offers a full range of standard architectural services. The company has specific expertise in most building types including: residential, commercial and office buildings, hotel, cultural, educational and health institutions, as well as high technology facilities and major multiuse developments.*

The Grand Venezia Concept and Salient Features

It is impossible to capture the grandeur and aesthetic and functional appeal of the Project without a site visit and a detailed study of the building plans.

However, in brief:

- *The mall is based on the Venice theme, like the Venetian Hotel & Casino in Macau and Las Vegas.*
- *The building will be replete with indoor waterways, offering rides on relaxing rides in authentic Italian gondolas, accompanied by Western and Indian classical music.*
- *Cobblestone walkways around the canal waterway and beautifully landscaped gardens and porches surrounded by neo-classical European architecture to create an atmosphere of sophistication and refinement.*
- *Open piazza surrounded by water bodies and landscaped gardens will provide a platform for hosting cultural events, brand promotions, product launches and live shows, making the Mall a hub for cultural events and entertainment.*
- *Best-in-class tenant mix of global and Indian brands, accompanied by a wide variety of entertainment options such as a 4 screen/1,000 seats multiplex, a 30,000 sq feet food court and a 20,000 sq ft gaming and entertainment zone.*
- *The gaming zone will have high-tech virtual games, pool and bowling alleys for the adults, and a special kids zone with live cartoon characters, fun shows and children focused entertainment events.*
- *Indian and Western pubs/restaurants offering a high-end dining experience to create the "pull factor" from the surrounding IT and Service sector industry that currently has no options available.*
- *High-end construction with a marble, granite, steel and glass façade on neo-classical lines on the outside as well as the interior courtyard. Each retail unit has a clear height of 4.8 meters (15ft) giving a very up-market and spacious feel.*



SALIENT FEATURES OF GRAND VENEZIA ARE AS FOLLOWS:

<i>Plot Size:</i>	<i>Approximately 10 acres. One of the largest single plot in Greater NOIDA cleared for commercial usage</i>
<i>Lettable area:</i>	<i>1,030,000 sq. ft. with an additional 10% allowed by compounding</i>
<i>Plot Location:</i>	<i>Please refer to page 4 above</i>
<i>Structure:</i>	<i>5Storeyed structure with 2 level basement</i>
<i>Parking</i>	<i>2,000 Car parking in basement which can be increased if required</i>
<i>Access Road:</i>	<i>Corner plot with access roads of 200 ft and 100 ft width. In addition to the access roads, service lanes at the front, side and rear of the plot</i>
<i>Project Status:</i>	<i>Under construction, Structure of Mall almost ready</i>
<i>Building contractor:</i>	<i>Shapoorji Pallonji & Co. Ltd.</i>
<i>Leasing strategy</i>	<ul style="list-style-type: none"> ● <i>30% area for anchors</i> ● <i>Balance are for vanilla tenants</i>
<i>Leasing activity till date</i>	<ul style="list-style-type: none"> ● <i>Approximately 50% of the lettable area pre-leased, MOU signed with token money and security deposits received</i> ● <i>The Multiplex has been leased to Adlabs Films Ltd</i> ● <i>A high quality mix of international and Indian brands are on board</i> ● <i>Tremendous response to the leasing, 50% area pre-leased in record time.</i> ● <i>In advanced stages of discussion with several marquee global and Indian brands</i> ● <i>Deliberate `go-slow` strategy adopted to get right mix on board. Given the good response, balance available capacity can be leased out to retailers in a short time</i>
<i>Immediate neighborhood</i>	<ul style="list-style-type: none"> ● <i>Near to the Jaypee Greens Golf course. India`s only 18 hole Greg Norman accredited golf course (0.3km)</i> ● <i>170 Room Radisson Hotel coming up on the same road a couple of plots further down from the Mall</i>

	<ul style="list-style-type: none"> • 1.7 kms away from Pari Chowk, the Gateway to Greater NOIDA • Surrounded by residential zone on all side. Grand Venezia is being developed on the only available commercial plot in the neighborhood • Located on the main approach to landmark infrastructure projects such as Taj Expressway, the proposed international airport, FI racing track, Metro and Railway stations • Surrounded by a hue of multinational companies like LG, Honda, Mosar Baer, Elf, Wipro, Satyam, HCL etc.
Other features	<ul style="list-style-type: none"> • World class Conference and Banquet facilities • State-of-the-art Spa • 24 hour security surveillance • 100% power back • Integrated HVAC system, rain harvesting systems • Fire detection and fire fighting systems • Integrated building management systems • Modern elevators and escalators

FAVOURABLE DEMOGRAPHICS

- Given the strong positioning and ‘pull factor’ of Grand Venezia, we believe that the entire NCR region including Delhi will fall under the catchment area of Grand Venezia.
- Grand Venezia is the first theme based Destination in India which is based on the theme of Venice City. This would make Grand Venezia, not only a shopping spree but also a hot tourist spot. Thus, Grand Venezia would be *THE ENTERTAINMENT DESTINATION* for the entire National Capital Region and Delhi.
- The population of Greater NOIDA has already reached approximately 300,000 and is projected to increase in the next one year as several large residential projects get completed
- On account of high real estate values in NOIDA and Delhi, which are out of the reach of the middle class, Greater NOIDA has emerged as an attractive alternative
- Unlike Gurgaon, residential rates in Greater NOIDA have not skyrocketed, and are in the range of Rs.2,000 – Rs.2,800 per sq. ft. making it possible for young, upwardly mobile people to purchase apartments.
- This attractiveness is increased by the quality infrastructure interlinking Greater NOIDA with NOIDA and Delhi
- The wealth of employment opportunities available in Greater NOIDA itself adds to the growth story. Greater NOIDA is the new emerging hub of the knowledge industry, with several large projects already implemented or are in the pipeline
- Because of the above, almost the entire population of Greater NOIDA falls within the target consumer segment for organized retail. The young, urban aspirational consumer with disposable income is the key to the success of any retail development in India , and almost the entire population of Greater NOIDA falls in this segment
- The proposed Formula One track, International Airport, Railway Station in Greater NOIDA and metro connectivity is further expect to give a boost to the demographic growth trends of Greater NOIDA
- This will be further strengthened by the 160 kms long Taj Expressway project, linking Greater NOIDA with Agra and Eastern UP

HOTEL BLOCK

PropCo has recently launched a Five-Star Hotel and a commercial Tower in the additional land which was been recently allotted to the PropCo by UPSIDC. The Hotel would span an area of 2 Lakh square feet. The construction of the Hotel has started and expected completion date is July, 2010. The Hotel would be having a capacity of 200 rooms and will be constructed in conformity with international standards.

Prime features:

- *State of the art Bar on water*
- *Large banquet and conference*
- *Luxurious Spa, Swimming Pool & Gymnasium*
- *Spacious Lobby and fine dining Restaurants*
- *Round the Clock Coffee Shop*

COMMERCIAL TOWER

The Grand Venezia Commercial Tower is planned within the same complex of Grand Venezia Mall & 5 Star Hotel. It would span more than 1.5 Lakh sq. ft. A world class Commercial Complex, it is poised to become a perfect address for a perfect image, with world-class amenities with exemplary architecture. The Tower is planned to offer a distinguished environment of corporate privileges. There would be segregated entry points, distinct from other buildings in the complex. In all, the Tower would ensure every possible advantage to corporates with a discerning profile.

PROMOTER GROUP PROFILE

- *The Grand Venezia project is promoted by the Bhasin Group a New Delhi based group of companies in business since 1969.*
 - *The Bhasin Group`s primary business till recently was the automotive sector and the group is widely recognized as one of the oldest and most trusted automobile trading house in NCR.*
 - *The Group has recently forayed into real estate development and the Grand Venezia is their first and flagship project.*
 - *They also have another 2 large sized commercial real estate development projects in the pipeline.*
 - *The Groups automotive and real estate business is spearheaded by Mr. S. S. Bhasin, who is also the primary shareholder of Prop. Co.*
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FOR BOOKING CONTACT



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