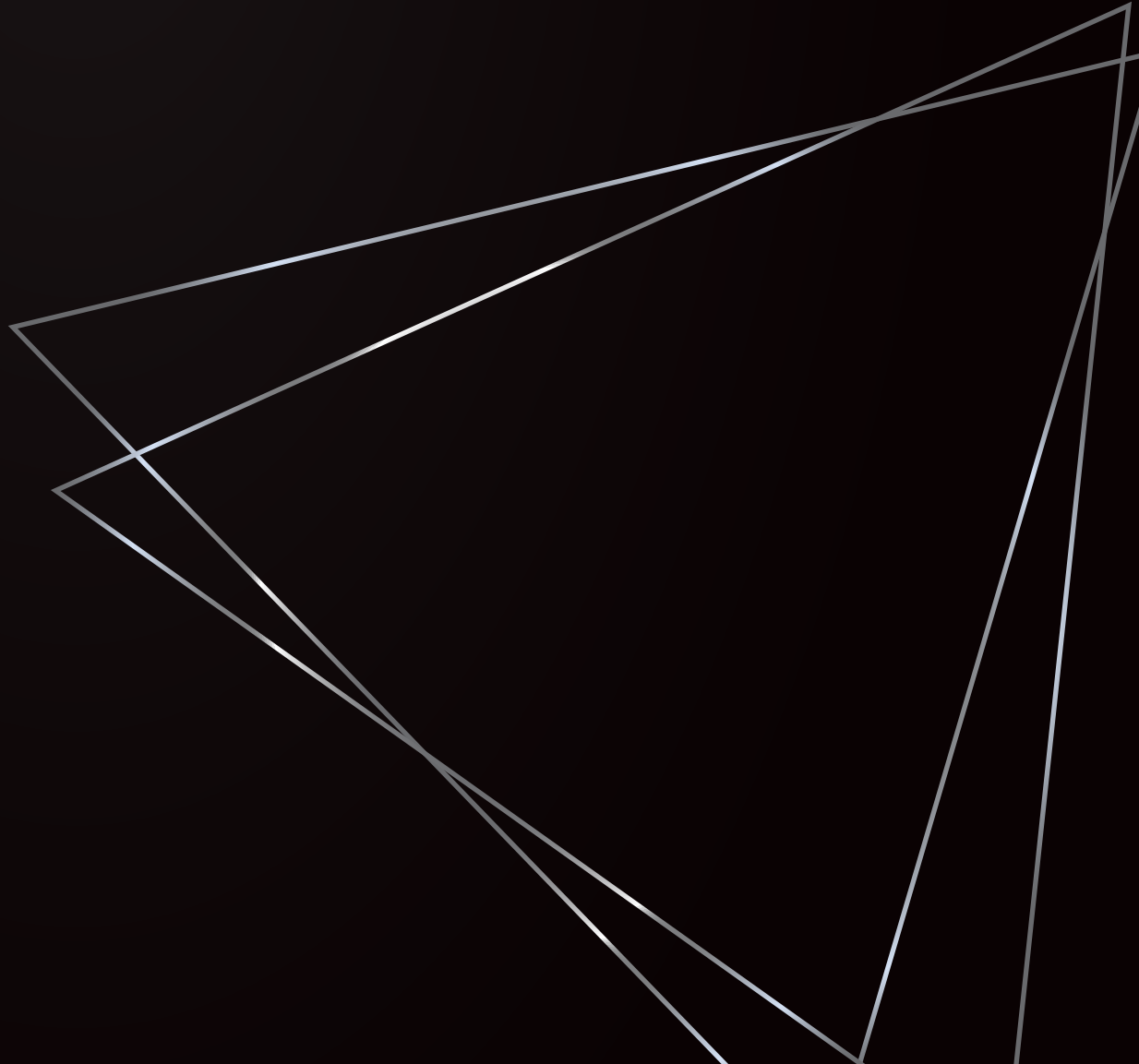




# RE IMA GIN ING

RETAIL FOR  
THE FUTURE

**"The future of retail and business are not  
about the products or services you offer  
but the experiences you create."**





“Only if  
RETAILERS STOP THINKING  
LIKE RETAILERS  
will they truly  
**INNOVATE,**”

**Brian Solis,**

*Global Innovation Evangelist and Futurist, author of X:  
The Experience When Business Meets Design*

A retail revolution is happening across the world. The conception of a new sort of retail space. Where commercial complexes will make that shift from 'retail centres to engagement centres'.

The future ready retail space will offer a wider experience than just physical shops, but rather places in which to meet and engage with each other, be entertained and try out new products and experiences.

These multidimensional retail centres are poised to become a meeting point for kindred spirits, leading to unexpected and memorable encounters.

And that is what Avenue 62 is all about.

# 'IMAGINEERING' AN ICON

## **Curved. Dramatically sculpted. Fluidic.**

Avenue 62 is that perfect amalgamation of an architectural form and a work of art. The singular seamless perforated roof with its wraparound latticed skin and distinctive flowing lines, gives it an organic texture that undulates with the land and is in sharp contrast to the boxy commercial spaces the world has been exposed to.

Doubly Bent forms are drawn by fast lines that echo the motion on a Highway. Tessellated, scaled triangles drawn from the Bhutani Logo embed into the skin and form a distinctive pattern that burns into the collective memory of the City. This distinctive structure with its lack of sharp angles, is seemingly supported at the entrance by a breathtakingly tall waterfall that elegantly invites the world in.





# EXPERIENCE

Building design at its visionary best engages, exhilarates, and inspires. It possesses a quality—almost indescribable—that embodies design ingenuity, connection to the place, and, above all, imagination. Avenue 62 welcomes its visitors with India's largest interior waterfall, a 25 metre water feature that falls from the top levels of the building. This is just one example among many of the artistry and science that has gone into creating inimitable, memorable experiences. The appearance of the project is meant to be its most striking attribute and reflects a distinct aura of a self-contained retail island.

# creation





# F U

# S I O

# N

# RETAIL

Retailers now think less in terms of markets and more about customer tribes and individuals. Now it's about having a strong identity and turning up the volume on the immersive, lifestyle environment, a crossover with other forms of selling from restaurants to real estate. Avenue 62 has been designed to offer retail with a gourmet side to the foodie shopper, retail with an imaginative bent of mind for large centrespaces to accommodate art installations and cultural events.

At Bhutani Infra, we innovate and reimagine what shopping and entertainment should look like in the next decade. In a way that the customer either already wants or doesn't know yet that they want.

The Bhutani team brings together some of the most talentexperiential designers, lighting designers, events specialists and 3D specialists, all collaborating together to bring exciting shopping solutions together.



# a

## RETAIL HEADTURNER



Crafted with love for the luxury shopper, Avenue 62 is a project that sets a new benchmark for tomorrow's retail experience. This masterpiece with its modern, simple and balanced design is the quintessential headturner, set to transform the retail industry.

1,94,000 sq. ft.  
LEASEABLE  
AREA

25m  
MAGNIFICENT  
WATERFALL

FLUIDIC  
DOUBLY BENT  
ARCHITECTURE

OPEN  
SCULPTED  
PORTICO



# The ultimate retail experience

“As developers, as retailers, we're only limited by how much we allow ourselves to break away from the conventional definition of retail itself.”

At Bhutani Infra, we innovate and reimagine what shopping and entertainment should look like in the next decade. What's the wow factor and how can we bring it alive? How can we offer experiences in ways that didn't exist before? Avenue 62 creates a space that has been developed with special emphasis on amplified customer experience, comfort and grandeur.

Stunning, Panoramic with unhindered views. And located at the approach to one of the fastest developing Urban Centres in India, Avenue 62 presents a natural opportunity to invest in Noida's most awaited retail destination.





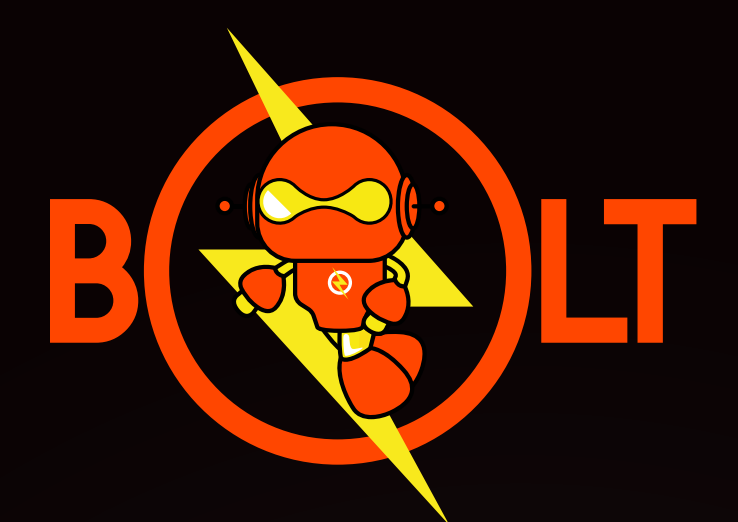
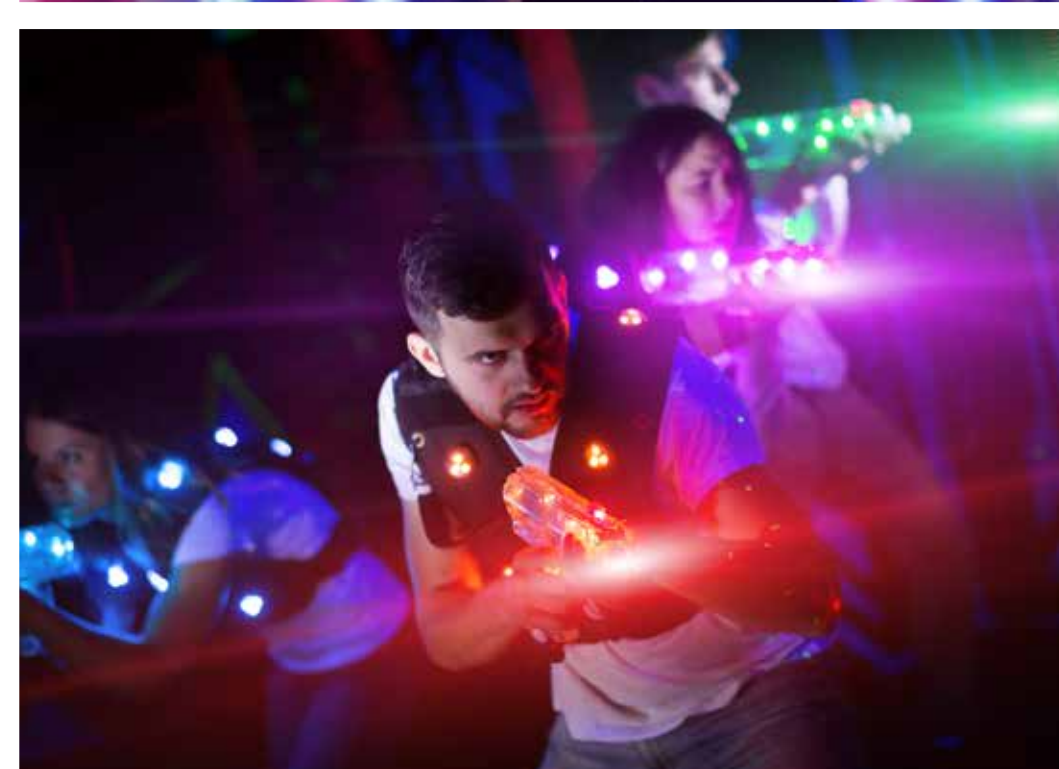


# A NEW WAY TO DINE

Dining is at the heart of an integrated shopping experience that fosters lasting memories. Gourmet fine dining restaurants, al fresco terrazzo dining, cafes for a quick bite, club dining or even pubs and lounges with amazing views of the Noida skyline - Avenue 62 has been designed to offer that perfect balance between covers and footfalls to ensure that business is always booming.

ROOFTOP  
LOUNGE AND  
RESTAURANTS

200+  
SEAT  
FOOD COURT



# TURN YOUR INVEST- MENT GAME ON

At Avenue 62, retail and leisure are inextricably entwined. Avenues of relaxation such as bowling alleys, a games zone, a multiplex all ensure that entertainment is always part of the core experience for visitors, engaging all ages and poised to deepen a sense of community interaction.

BOWLING ALLEY

AUGMENTED REALITY

VIRTUAL REALITY PARK

LASER TAG

INDOOR SPORTS



# GLAM

# AVENUE



For all of your beauty needs, look no further than this dedicated retail space! Glam Avenue is a dedicated space for high-quality salons and beauty services that offer personalized treatments and stunning makeovers. It caters to a wide range of styling and grooming needs for a diverse client base and features well-known brands in a customer-centric environment.

In addition to a unisex salon, Glam Avenue offers a range of services such as makeup, beauty treatments, a spa, a nail studio, and personalized products.

# AVENUE

# Vibe



## THE FUTURE OF EXPERIENCE SHOPPING

At Avenue 62, shoppers can experience a one-of-a-kind retail space designed to cater to all their home sports, home electronics, and gadget needs. With a wide variety of products to choose from, customers will be able to try different products and get all the details on any product instantly before they make their purchase.

Sports enthusiasts can explore an astonishing range of sporting equipment while tech enthusiasts can immerse in a world of technology with the most cutting-edge gadgets. Visuals and sounds can be experienced at the experience center and shoppers can find everything from running shoes to billiards tables, trekking and hiking equipment, and yoga mats. Avenue Vibe is the perfect destination for an unforgettable shopping experience.

# CP62

## MADE FOR GROWTH.

CP62 is a retail space that's exclusively designed for Bihar and aims to showcase culture through its offerings. It offers a range of products including designer boutiques, interior decor, handicrafts, personalized gifts, accessories, health and beauty products, and more.

Located in Avenue 62, the first retail hub in Noida Sector 62, CP62 and culture, offering a diverse and interesting range of products.





# BAKER'S AVENUE

## The Sweet Taste of Success

Bakers Avenue, located at Avenue 62 in Noida, is the new hub of sweetmeats with retail shops specially crafted for gourmet food. Investing in a bakery in this prime location will be a great opportunity with its magnificent amenities and exciting selection of retail shops. Bakers Avenue is the future of retail and lifestyle entertainment, making it the ideal place to buy a bakery. Visitors will be indulging in gourmet delights on a stellar canvas, with bakery shops Investing in Bakers Avenue will be as sweet as a bun, with a heavenly fragrance and great promise.

# AVENUE STUDIO DIO

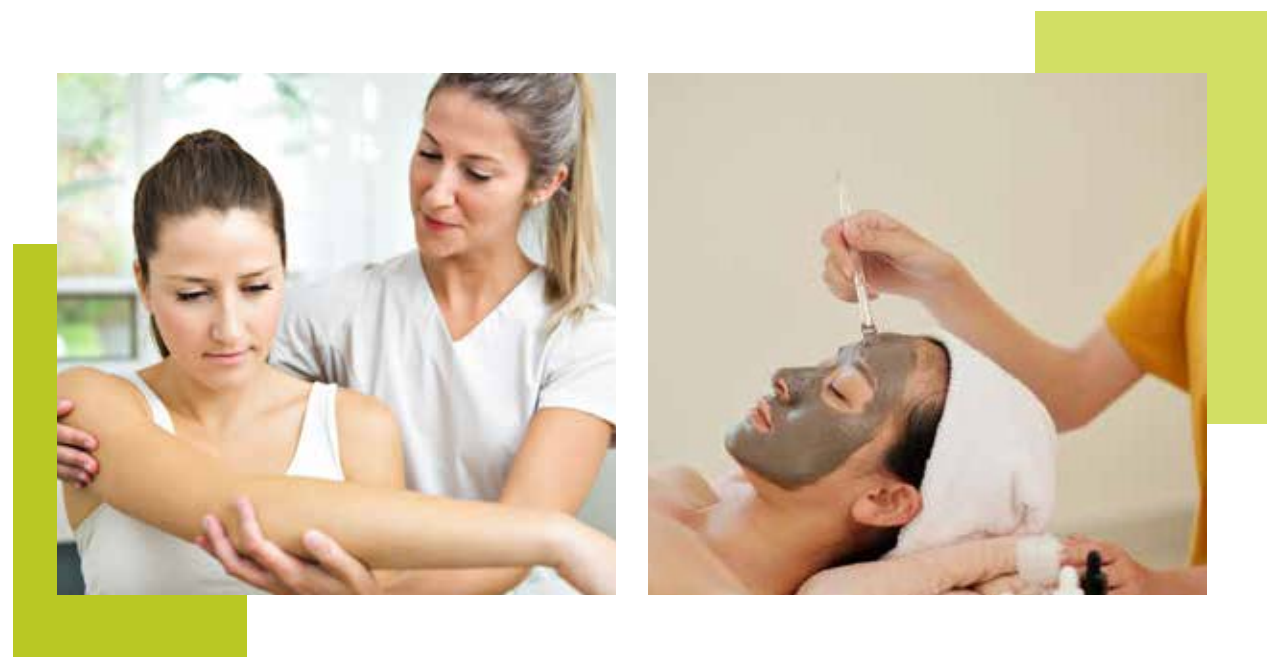
The millennial generation has seen an increase in popularity of living spaces like studio apartments, as they strive for a simpler and more minimal lifestyle. As new professionals, working woman staying away from home, students of higher studies, juggle the pressures of assignments, socializing, studying, and other commitments, the idea of having to keep up with bills, disturbance, roommates, possessions, and relocating expenses can be overwhelming. Therefore, living in a studio apartment has become a desirable choice for many young adults.



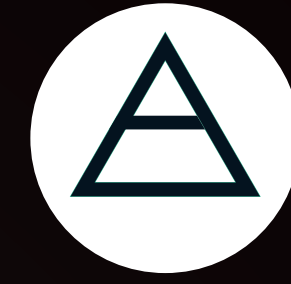


# A WELLNESS — *retreat to elevate* — **CUSTOMER EXPERIENCES**

A self-care escape that doubles as the leisure retreat for shoppers and wellness enthusiasts. Ensnored by visually compelling decor and unparalleled service standards, discerning patrons can retire here for an elevated sensory experience after strolling through their favorite retail spaces.







# HUB

FOR

# RETAILTAINMENT

A sleek turf where entertainment comes to life with hi-tech gaming solutions and adventure activities. A perfect draw for the young residents around the Expressway stretch, this space offers myriad unwinding options for friends, families and individuals looking to play it up during their leisure time. From Immersive VR experience, Indoor skydiving, Snooker, Bowling alley, the high functioning zone tops the chart as the hangout choice for everyone.





## A Hypermart 62 THAT'S A DAILY Hypernucleus

Strategically placed on the lower ground floor, this is a one stop solution for everyday staples. An easy access and egress from the parking floors ensures the best customer traffic flow to maximise operational efficiency and functional flexibility.

A digital assists at various touchpoints save time on the shopping for essentials so you can spend time for some entertainment and leisurely shopping on the floors upstairs. Hypermart 62 is the magnet that will draw the attention of local communities and casual shoppers alike.





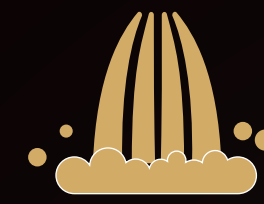
# The CULINA RIV

REJUVENATOR

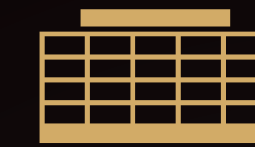
The high-end club and dining options are welcoming areas to just rest, rejuvenate and motivate customers to set about their shopping pursuits with revived gusto. This space is perfect for hosting corporate dinners, celebrations and networking. A private den that doubles up as Noida's upscale attraction for food connoisseurs and spirited party animals.



## World class amenities for FUTURE READY CUSTOMERS



Highest  
waterfall



Parametric  
Facade System



Landscaped Terrace  
Gardens



SOHO  
Suites



Rooftop  
Restaurants



Food  
Court



Well health  
Safety Rating



Game Zone



Club  
House



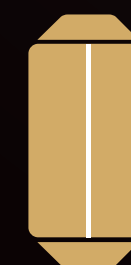
Gymnasium



Indoor Sports  
Centre



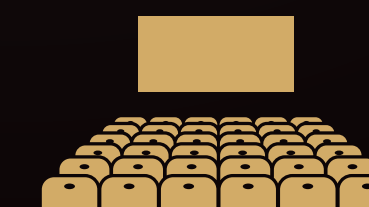
Kids Activity  
Area



Capsule Lifts



Business Centre



Auditoriums



On Call Medical  
Assistance



*an*  
**AVENUE**  
*where the*  
**FUTURE**  
 — IS COMING —

Avenue 62 is well connected to all major locations of Delhi-NCR and is just a kilometer away from the FNG corridor. A short drive away from both Gurgaon & Faridabad, with easy access to Agra and Eastern UP via the Yamuna Expressway; this retail destination is nestled amongst the best schools and institutes, expansive golf courses, sprawling malls and world class hospitals. Its close proximity to the leading names of the corporate world - Adobe, Accenture, Samsung, Oracle, makes its catchment area an enviable one. With an upcoming captive consumer base of over 5 lac inhabitants in the immediate vicinity. It is poised to be a retail destination to reckon with.



Grade A Construction



RCC Frame Structure



Energy efficient utilities



Rain Water Harvesting



Solid Waste Management



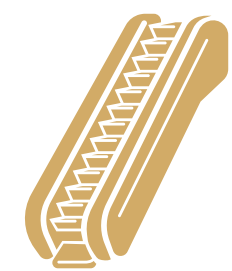
Fire Fighting & Emergency Rescue Systems



Smoke & Heat Sensors



CCTV / Video Surveillance

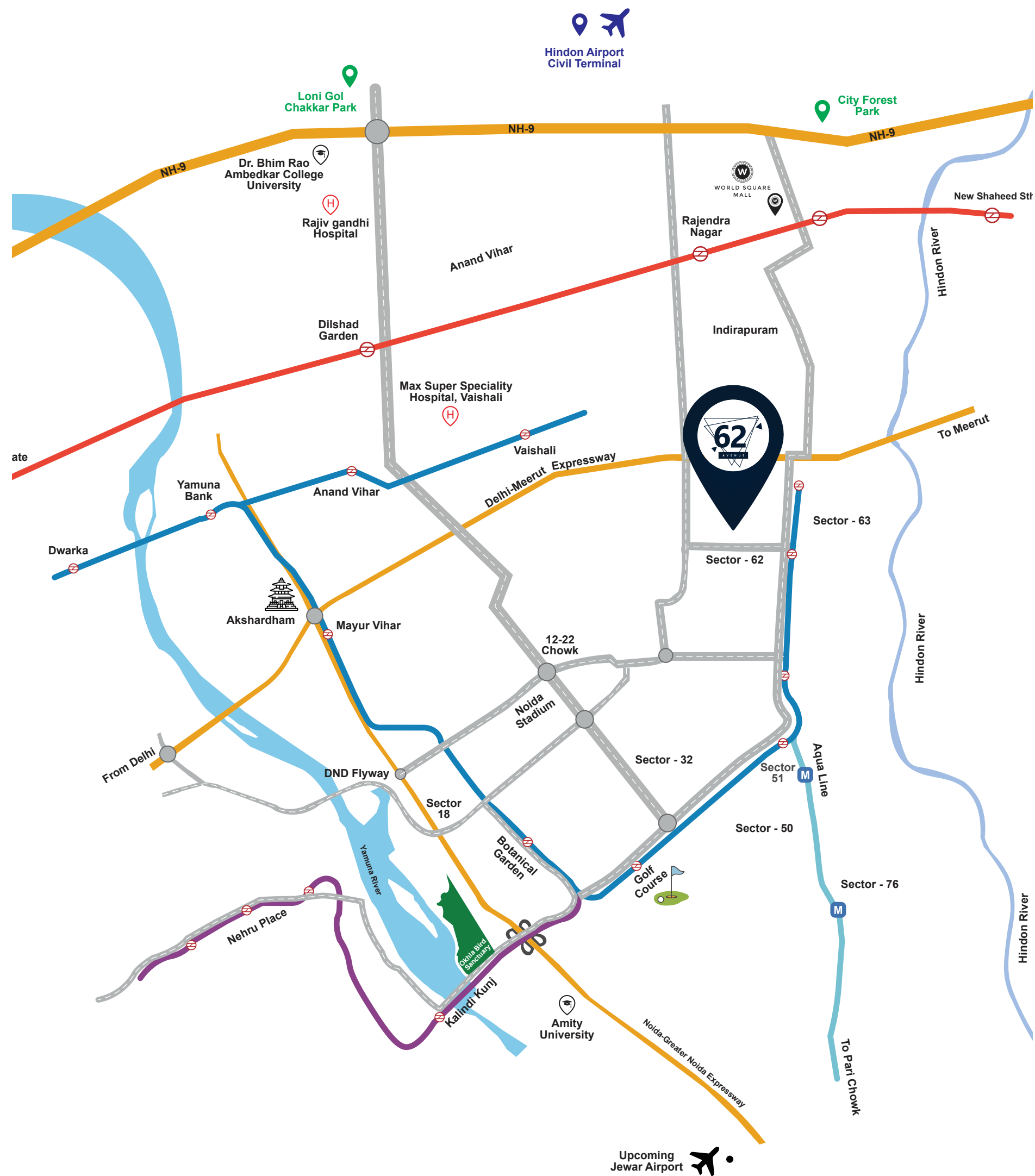


High Speed Escalators

— one of the —  
**FASTEST**  
**DEVELOPING**  
*URBAN CENTRES*



<p><u>2min</u> 750m</p> <p><b>Fortis Hospital</b></p>	<p><u>3min</u> 1km</p> <p><b>D-Park</b></p>	<p><u>5min</u> 1.5km</p> <p><b>Adani Connex</b></p>
<p><u>5min</u> 1.5km</p> <p><b>IIM Noida Campus</b></p>	<p><u>6min</u> 2km</p> <p><b>Tech Mahindra</b></p>	<p><u>6min</u> 2km</p> <p><b>Symbiosis Center for Management/ Law College</b></p>
<p><u>7min</u> 2.5km</p> <p><b>JIIT</b></p>	<p><u>7min</u> 2.5km</p> <p><b>Airtel Data Center</b></p>	<p><u>7min</u> 2.5km</p> <p><b>IBM</b></p>



Map is not-to-scale and is for graphical representation only

# LOCATION MAP

A comprehensively planned city, Noida has been attracting the attention of large corporations for a while now. Several multinationals and IT companies have set up their offices in Noida.

Now with the upcoming Noida International Airport, the dynamics of real estate in NCR are set for a big change. The Airport will play a pivotal role in the growth of Noida and Greater Noida, and will bring Noida at par with Delhi and Gurugram in the near future.

Noida International Airport will bring in investment up to Rs 35,000 crore in Uttar Pradesh and the greenfield project will have one lakh job opportunities.

The major trunk infrastructure works for the Delhi-Mumbai Industrial Corridor (DMIC) have already been completed, as announced by the commerce and industry ministry.

As per a report published by JLL "Noida is an emerging business hub comprising various MNCs, PSUs and start-ups. Noida is also the biggest manufacturing hub for smartphones and fourth largest IT-BPO arena in the entire country".



# DELIVERED PROJECTS



**ALPHATHUM**  
**SECTOR 90, NOIDA**

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



The future of IT parks !

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.



365 Office gets you ready for the future, where you control your time, where you mark your days, plan the year and drive your growth in the direction you want.



**WORLD SQUARE**  
**MALL**

World Square Mall, by Bhutani Group is one of the leading mall in ghaziabad with a multiplex, banquet, and a 3 Star Hotel, as its part.



**SECTOR - 127, NOIDA**

Techno Park is one of the commercial development located in Noida. The project is well equipped with all the amenities to facilitate the needs of the office people.



**WORLD**  
**SQUARE**  
**HOTEL**

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.



SECTOR - 150, NOIDA

City Center 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.



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



PARMESH COMPLEX



PARMESH COMPLEX I



PARMESH COMPLEX II



PARMESH BUSINESS CENTRE I



PARMESH BUSINESS CENTRE II



PARMESH CORPORATE TOWER



MARKETING OFFICE  
PLOT NO - 1, SECTOR-90, NOIDA

SITE OFFICE  
C-28 & 29, C BLOCK, PHASE 2,  
SECTOR 62, NOIDA, UP-201301