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DEVELOPER | Ashish Sarin, AlphaCorp



ASHISH SARIN
CEO, AlphaCorp

“Alpha Corp, is synonymous with international quality, innovative designs, affordability and creative aesthetics-designed especially to enhance and upgrade lifestyle, which has benefited us in mid-income and affordable housing”

Where are you laying more thrust on – Residential or Commercial or Retail? Which segment are you most excited about?

To be honest, our expertise is into residential, but we are excited about both residential and commercial real estate as we see NCR as a potential market for real estate be it residential or commercial. As a matter of fact, our premium residential business is so big that it overshadows our office business. Alpha Corp, is synonymous with international quality, innovative designs, affordability and creative aesthetics-designed especially to enhance and upgrade lifestyle, which has benefited us in mid-income and affordable housing. Also, after carving a niche for itself in premium housing with a modern lifestyle consistently exploring fast being perceived as a premium housing developer.

What are your thoughts on real estate sector in India, particularly in Delhi/ NCR, which sector (residential/commercial etc) will fuel the demand and why?

The Delhi-NCR (Karnal, Meerut, and Gurgaon) housing market witnessed a positive start initially in 2018 as per Knight Frank Report. The real estate market of NCR saw a growth of 90% with new launches of 9,000 housing units in the region. However, the unsold inventory of 1.57 lakh is expected to offload in another five years. Increase in incomes, urbanization, and economic growth are driving the demand for both residential and commercial realty in India.

What are the most prestigious honors/accolades you have received recently as a realtor? Little brief about that?

We are honoured to have received the ‘Facility Management Firm of the Year’ award at the 9th Realty Plus Conclave & Excellence Award 2017-North. Indeed, it’s a testimony to the hard work of an excellent team which has worked dedicatedly towards creating landmark real estate projects. It will acknowledge the efforts of the who’s who of the Indian Realty Sector for their outstanding achievements in developing infrastructure facilities and promoting state of the art designs and architecture with the

Can you tell to our readers about ALPHA CORP’s success story so far?

Right since its foundation in 2003, Alpha Corp has been recognized as the proud trendsetters of unique propositions in NCR’s real estate. With customer delight at the core of its ideology, Over the years, we have succeeded in building an unparalleled reputation that rests firmly on a value-driven, customer-centric approach; transparent systems and processes that ensure accountability of the highest order. Also, Alpha Corp is one of the few real estate companies in India with a professional core team managing the entire operations that also have an equity stake in the Company. We have successfully delivered 9 mega projects in a span of 14 years amounting to approx. 27.1million sq.ft across all asset classes like Integrated Townships, Residential Condominiums, Commercial Offices, and Retail Malls.

Our extensive market network to develop real estate products and services is an invaluable asset for us and a boon to our stakeholders. We are synonymous with Integrity in every facet of Real Estate!

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Page No	67
Issue	Jan-Feb 2019



ALPHA INTERNATIONAL CITY – KARNAL

A visionary development, Alpha International City, Karnal (AICK), epitomizes and provides for holistic living at the scale of a small city. Located in Sectors 28 and 29 in Karnal, midway between Delhi and Chandigarh on NH-1, this 330 acres development promises and delivers an elevated quality of life. The township is designed to cater to the needs of its residents, both basic and aspirational, scaled to a global level.

The first phase entailing approximately 141 acres in the integrated township has been completed and habitation has already begun. The township will develop in three phases where residential plotted development is planned along with retail, commercial and other developments that would complement each other.

The Lifestyle Edge

Alpha International City, Karnal is designed in the most modern way to suit your requirements. It offers a clean, peaceful and a green township with wide and well planned roads, plethora of commercial, institutional and residential settlements under its umbrella. The township has been designed to offer an eco-friendly green environment with more than 20,000 trees being planted in the city, uninterrupted water supply, safe drinking water from state-of-the-art water treatment plant and 24*7 water supply.

Efficient rain water harvesting systems have been used to maintain the ecological balance scientifically and systematically. A network of sewage treatment plants ensures that all waste water is recycled within the township, making it a near zero discharge development. The development also hosts Alpha Center, an over 42,000 sq. ft. recreational and entertainment destination designed to be the finest in the region.

platform which recognises the contributions made in the Real Estate panorama by a developer like us.

“Our consistent effort is always to give clients a comfortable and pleasurable home buying experience.” Probably, one of the reasons the company is managing to sell consistently, even during the times of slow sales. We are not in competition with our peers. We look up to those, who we would like to be compared with and where we want to reach.

What is the unique selling point (USP) of the project and what are the key features that makes this project successful?

The USP of all our properties has always been the Quality, material used during construction and the greenery. We mostly

“We mostly focus on working with spaces and work towards building a ‘Vibrant & Upscale’ residential district that sets a new standard for residential development”

focus on working with spaces and work towards building a ‘Vibrant & Upscale’ residential district that sets a new standard for residential development. Then there are tree-lined walkways and manicured lawns with green covered perimeter walls; all this makes us a passionate creator promoting green living.

Publication	Construction & Architecture Update Magazine
Language/Frequency	English/Monthly
Page No	68
Issue	Jan-Feb 2019

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“With the positive aspects of the reforms in 2018, there is a possibility that the year 2019 will bring new business models and strong upside potential”

Tell us something about your new projects. What are some of the marketing strategies used to sell the projects?

Alpha Residences in Gurugram Sector 15 is the latest completed project apart from the current projects running in Karnal and

Meerut. We tend to vest our interest in marketing through Social Media and we strategize according to each project differently looking at the target audiences and the project demographics.

Name us any two challenging projects executed till date which really tested the efficiency of the entire ALPHA CORP team and how did you manage it?

Every project in itself comes with its own set of challenges but yes, Alpha Corp residential projects in Karnal and Meerut were quite challenging. Alpha Corp has always been a trendsetting Tier 1 developer. Venturing into the Tier 2 cities of Meerut and Karnal has been a bit of a challenging proposition. Also, the township in Karnal is spread over approximately 350 acres and thus, understanding the market behavior and our target



GURGAON ONE 84

Located at the heart of New Gurgaon, adjacent to the Dwarka Expressway, GurgaonOne, Sector 84 offers seamless connectivity and ease of travel to the residents. The project's prime location is barely 2.5 km from a proposed integrated transport hub that may house a metro and an inter-state bus terminus.

With 7 independent towers, ranging from 19 to 26 floors, with combinations of 2, 3 and 4 bedroom apartments, GurgaonOne Sector 84 has ample area and options for residents to choose from. The master planning of this unique real estate project epitomizes the principles of design that exudes openness with maximized greens, induced with sensitive landscaping, making this residential project highly sought after. Furthermore, the towers are located at appropriate distances from each other, allowing for a visual and physical connection between the project site and beyond.

The Lifestyle Edge

GurgaonOne, Sector 84 stands apart as one of the best residential projects in Gurgaon and surrounding areas, with more than 90 per cent open and green space, a host of sporting and recreational facilities, along with a high level of quality that our customers have come to expect from Alpha Corp.

Designed by ARCOP, leading architects of Montreal, Canada, the project will feature zonal greens, three sided open apartments, sustainable energy and water conservation, complete waste management, a recreational club with excellent social and health facilities, and safe pedestrian walkways. Other facilities for the physically challenged include a professional facility management team is also provided to ensure a strong sense of security, hygiene and belonging among the residents within this new residential project by Alpha Corp.

Publication	Construction & Architecture Update Magazine
Language/Frequency	English/Monthly
Page No	69
Issue	Jan-Feb 2019

audiences were something that needed an additional set of expert understanding. We did it all and like in the past, we have surpassed our own set standards and have set new benchmarks. This is one thing that keeps us motivated each day!

How do you see the Government initiatives for “Housing for all by 2022” goal, the development of 100 smart cities, etc, ALSO, your overall comments?

Government Schemes like Deen Dayal Aawas Yojana and Pradhan Mantri Aawas Yojna boosted the affordable housing sector in 2018 led the construction of over 31 lakh homes in urban areas and 51 lakh in rural areas. Recent initiatives to built smart cities and the concept of Smart homes intended to offer better standard of living. New framework in terms of policies, technology in the infrastructural segment will surely encourage

the growth of housing in both urban and undiscovered areas. According to CREDAI report, the sales of real estate properties in the country have risen to 40% in the first three quarters in 2018.

What is your wish for 2019?

With the positive aspects of the reforms in 2018, there is a possibility that the year 2019 will bring new business models and strong upside potential. This year is expected to be strapped in terms of new project launches and services in the housing sector. According to a joint report by CREDAI and JLL, the Indian Real Estate sector aims to reach \$180 billion by the year 2020. We hope for the rise in the Indian real estate sector with the growth of world - class infrastructure in terms of public transport, rapid connectivity, and new launches of units of both residential and commercial properties.



MEERUTONE

Characterized by Alpha Corp’s high standards, MeerutOne in Modipuram on NH-58 is a sought after premium residential development. Located in Meerut, one of the fastest growing cities of northern India, the project is slated to be a superlative landmark, offering the amenities and essentials required for a lifestyle that is at par with the best metropolitan cities in the country. MeerutOne comprises of low-rise, 4 storied (G+4) towers that offer a blend of 2 and 3 bedroom apartments, and independent villas.

Designed by renowned architects ARCOP, MeerutOne is planned as an oasis of peace, calm, and optimism. The residential project is rich with visually pleasing vistas that are designed using both hard and soft landscape elements in every corner. To ensure ease and tranquility for you and your family, simple and effective measures have been taken. For instance, vehicular circulation will be restricted to the periphery, with adequate parking spaces planned in the stilts, in between the residential buildings and along the boundary of the project.

The Lifestyle Edge

MeerutOne is an inimitable residential property in Meerut which boasts of an unmatched infrastructure that includes optimum drainage, sewage, electricity and water supply systems, sewage and water treatment plants, and rainwater harvesting. State-of-the-art in every manner, MeerutOne is set to establish new standards in luxurious living spaces.

Offering the ultimate lifestyle edge, this project in Meerut is all set to offer you all the necessary pre-requisites of living spaces that boast of happy and comfortable lives. The residents will have access to, among many other things, a swimming pool with a deck and splash pool for kids, basketball courts, gymnasium, landscaped courtyards, evergreen tree plantation, and lawns for fitness activities; to make sure that you have everything you need to enjoy an all-round and fulfilling lifestyle.