



RESIDENTIAL | COMMERCIAL | RETAIL | INDUSTRIAL



ALPHA CORP

Model Industrial Park
Opp. New Focal Point, Mehta Road
V.P.O. Vallah, Amritsar - 143501 (Punjab)

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MODEL INDUSTRIAL PARK AMRITSAR

FROM THE DEVELOPERS OF

alphaONE
ਇੱਥੇ ਆਉਂ happy ਹੋ ਜਾਓ
AlphaOne Mall, Amritsar

THE SECRET OF GETTING AHEAD IS GETTING STARTED



- Adjoining Corporation Limits on Mehta Road
- Common Effluent Treatment Plant (CETP)
- State-of-the-art Infrastructure
- Sewage Treatment Plant (STP)
- Lush Green Parks
- Power Sub Station
- Wide Tree Lined Roads
- Rain Water Harvesting
- Provision For Fire Station*
- Provision For Medical Facilities*
- Provision For Weighbridge*
- Ample Parking
- Industrial Canteen & Recreation Center
- Web Connectivity
- 24x7 Water Supply
- 24x7 Security

SELECT A WINING LOCATION FOR YOUR BUSINESS

The single-most important factor to change the face of India's economic growth in the current scenario depends on how quickly and efficiently we are able to shift our industrial units from cramped and inefficient colonies to fully-equipped and professionally run industrial zones. Whilst as a country we possess large reserves of entrepreneurial spirit and ability, translating this potential to economic performance will depend largely on the essential services and infrastructure we are able to provide to our small and medium-scale industries to maximize their output. Model Industrial Park, Amritsar, is designed to provide state-of-the-art basic infrastructure and services, helping businesses flourishing unhindered. Model Industrial Park, Amritsar (MIP) is the first-of-its-kind industrial park, spread over an area of 132 acres, is truly a boon for the enterprising people of Punjab and a great opportunity for growing industries looking to scale-up their operations.

Our Projects flexibility to accommodate industries with varying demands along with infrastructure to support the most hi-tech and energy-intensive industries makes this industrial park a distinct proposition not only for Amritsar city but the region.

MIP, provides the perfect platform for fulfilling your business aspirations, be it in the manufacturing or the service sector.



ORANGE, GREEN
& WHITE INDUSTRIES





To Railway Station

MODEL INDUSTRIAL PARK

Shri Guru Ramdas
Institute of Medical
Sciences & Research



To UNA

NH-503A is going to
connect upcoming
Delhi-Amritsar-Katra
Expressway

NH-503A : Sri Hargobindpur Road
(earlier name: SH22 - Mehta Road)



A PROJECT BY ALPHACORP

U.B.D Canal

To Amritsar

NH1 Amritsar Bypass

NH1

G.T. Road

To Jalandhar

LOCATION MAP

Golden Temple	10 Kms
Airport	18 Kms
Railway Station	16 Kms
Jalandhar	86 Kms
Ludhiana	139 Kms
Chandigarh	224 Kms
Pathankot	112 Kms



A PROJECT BY ALPHACORP



Ideally located on the Mehta road opposite to the New Focal Point, adjoining corporation limits and barely 900 meters from the National Highway 1 (NH1), the project is well connected to Amritsar and the rest of the country.

The Amritsar- Delhi- Kolkata Industrial Corridor (AKDIC) is a gigantic project aimed at developing an Industrial Zone spanning across seven states in India. It has been approved by the Government of India to boost manufacturing sector and the supply chain system to a new heights. The corridor will be built along the 1839 km long EDFC, The Eastern Dedicated Freight Corridor (EDFC). The AKDIC will spread across 20 cities which will include the Indian States of Punjab, Haryana, Uttar Pradesh, Uttarakhand, Bihar, Jharkhand and West Bengal. The cities to be covered are Amritsar, Jalandhar, Ludhiana, Ambala, Saharanpur, Delhi, Roorkee, Moradabad, Bareilly, Aligarh, Kanpur, Lucknow, Allahbad, Varanasi, Patna, Hazaribagh, Dhanbad, Asansol, Durgapur and Kolkata.

SPREAD OVER

132 ACRES

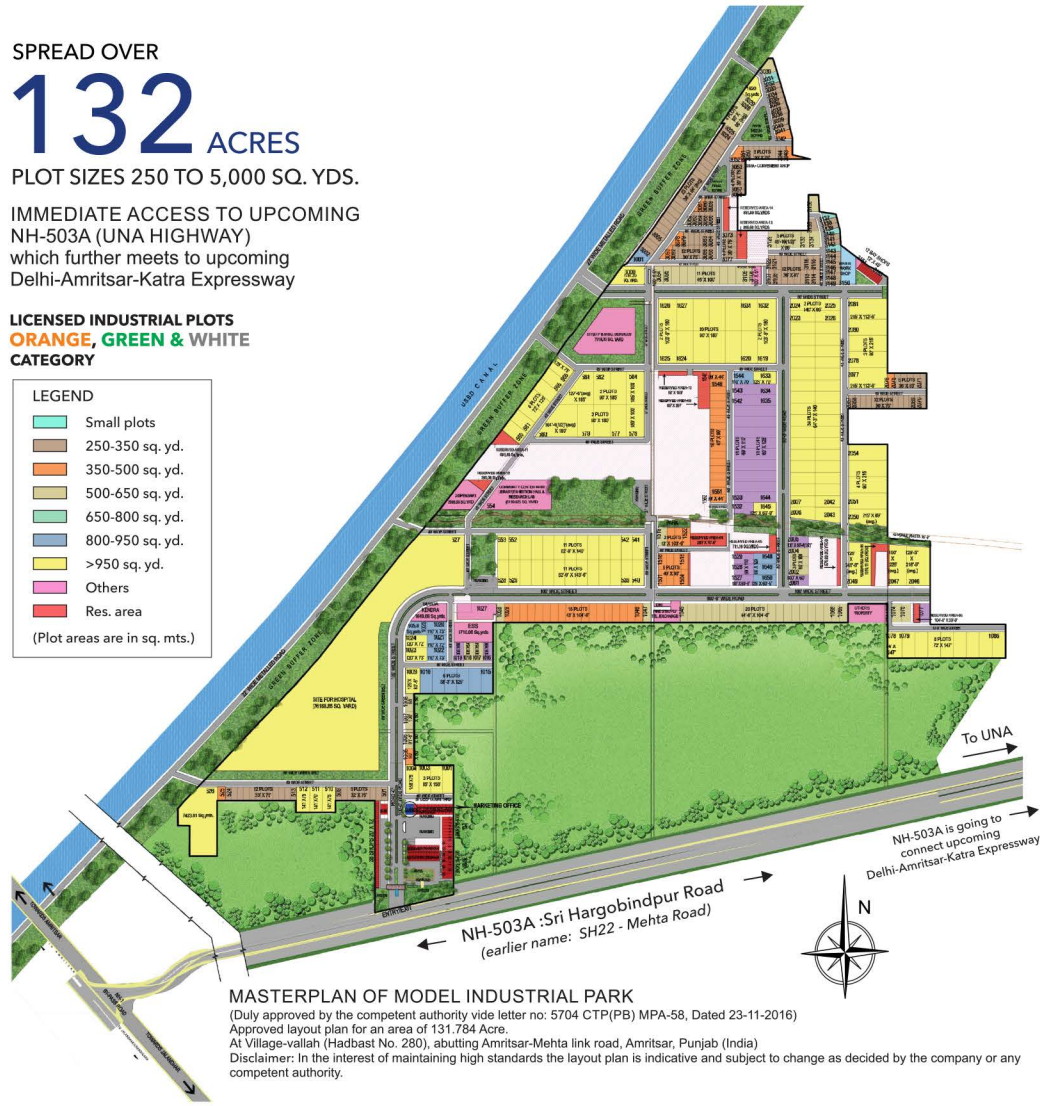
PLOT SIZES 250 TO 5,000 SQ. YDS.

IMMEDIATE ACCESS TO UPCOMING
NH-503A (UNA HIGHWAY)
which further meets to upcoming
Delhi-Amritsar-Katra Expressway

LICENSED INDUSTRIAL PLOTS
ORANGE, GREEN & WHITE
CATEGORY

LEGEND	
	Small plots
	250-350 sq. yd.
	350-500 sq. yd.
	500-650 sq. yd.
	650-800 sq. yd.
	800-950 sq. yd.
>950 sq. yd. icon"/>	>950 sq. yd.
	Others
	Res. area

(Plot areas are in sq. mts.)



MASTERPLAN OF MODEL INDUSTRIAL PARK

(Duly approved by the competent authority vide letter no: 5704 CTP(PB) MPA-58, Dated 23-11-2016)

Approved layout plan for an area of 131.784 Acre.

At Village-vallah (Hadbast No. 280), abutting Amritsar-Mehta link road, Amritsar, Punjab (India)

Disclaimer: In the interest of maintaining high standards the layout plan is indicative and subject to change as decided by the company or any competent authority.



AMRITSAR

The city lies on the main Grand Trunk Road (GT Road) from Delhi to Amritsar. The G. T. Road, built by Sher Shah Suri, runs through the whole of the northern half of the Indian subcontinent, connecting Peshawar, Pakistan to Sonargaon, Bangladesh. The city is also connected to most other major cities such as New Delhi, Mumbai, Calcutta by an extensive network of rail system. The city also provides air connectivity to major Indian cities, as well as international cities such as Birmingham, Toronto, Dubai, Singapore, Tashkent, Ashgabat, London etc. from the Raja Sansi International Airport, recently renamed as Guru Ramdas International Airport. The airport is being developed for increasing demand in future; a new International inbound and outbound terminal is operational, and a cargo terminal is under construction. The city is the administrative center for the Amritsar District.

Sri Guru Ram Das Jee International Airport named after Guru Ram Das Ji, the fourth Sikh Guru and the founder of Amritsar city, is an international airport about 11 kilometers northwest of the city of Amritsar, Punjab, India. It is located on the Amritsar-Ajnala Road, near the village of Raja Sansi. Besides Amritsar, the airport serves neighboring areas of Punjab, Western districts of Himachal Pradesh and Southern districts of Jammu and Kashmir. The new integrated terminal has doubled the capacity of the old terminal.

FACT SHEET

Overview: Model Industrial Park, Amritsar (MIP) is the first-of-its-kind industrial park in the holy city of Amritsar. Spread over an area of 132 acres, MIP is truly a boon for the enterprising people of Punjab and a great opportunity for growing industries looking to scale-up their operations. Approved for ORANGE, GREEN and WHITE category industries.

Location	<ul style="list-style-type: none">Amritsar is located at 31°38N 74°52E/ 31.63°N 74.87°E/ 31.63; 74.87 with an average elevation of 234 meters (768 ft).Most suitable industrial space10 KM from Iconic Golden TempleCity is part of The Amritsar-Delhi-Kolkata Industrial Corridor (AKDIC)18 KM from Airport16 KM from Railways Station86 KM from Jalandhar139 KM from Ludhiana224 KM from Chandigarh112 KM from Pathankot	Green Area	<ul style="list-style-type: none">32,997 sq. yds.
		Community Centre, Library and Exhibition Hall	<ul style="list-style-type: none">5,191 sq. yds.
		Floor Area Ratio	<ul style="list-style-type: none">In case of other public buildings – 1.50In case of industrial building – 2.00For IT & ITE industries with specified uses/ processes – 3.00
Climate Conditions	<ul style="list-style-type: none">Winter season (November to March) with temperature ranges from 4 °C (39 °F) to about 19 °C (66 °F)Summer season (April to June) where temperatures can reach 45 °C (113 °F)monsoon season (July to September) and post-monsoon season (September to November)Monsoon season (July to September) and post-monsoon season (September to November)Annual rainfall is about 681 millimeters (26.8 in)There are on average 3,200 sunshine hours per year in Amritsar	Plinth Level	<ul style="list-style-type: none">Less than 1'-6"/ 46 cms. above the finished level of road/ street
		Building Heights	<ul style="list-style-type: none">Maximum height 45'-0"
		Height of Industrial plots/ IT tower/ High Rise buildings	<ul style="list-style-type: none">Shall not exceed 45 meters, subject to air safety regulation, traffic circulation and fire safety norms
		Basement Floor - Industrial	<ul style="list-style-type: none">Basement is permissible in all the plotsShall provide for opening of not less than 1/10th of the basement floor areaMinimum height of basement shall be 2.50 metres measured from the finished level of the floorProvision of toilets, water taps etc. which require the disposal of water etc. shall not be permitted in the basement
Project Size	<ul style="list-style-type: none">131.784 Acres		
Area Bifurcation			
Industrial Plot Saleable Area	<ul style="list-style-type: none">Saleable Area 3,91,630 sq. yds.Sold 1,11,339 sq. yds.Saleable Area 2,80,291 sq. yds.		
Commercial Plot Saleable Area	<ul style="list-style-type: none">8,087 sq. yds.		
Area for Hospital & Hostel	<ul style="list-style-type: none">76,168 sq. yds.		

Waste Discharge System	<ul style="list-style-type: none">Network has been designed by using RCC Np3 pipes of appropriate size and by considering half running self-cleaning velocity of 2.5 feet per secondThe treated effluent of S.T. Plant will be disposed of and used for flushing, irrigating etc.	Pump House and Control Room	<ul style="list-style-type: none">The pump house shall be constructed to provide easy operation of the different pumpsA control room to house the motor control centre, store, work space and office shall be provided in the pump houseThe pump house and control room shall be provided with adequate number of doors and ventilation, steps, ladders etc. complete in all respects
Water Supply	<ul style="list-style-type: none">Water supply lines of Ductile iron pipes (ISI marked) of minimum 4" i/d along with all specials and sluice valves, fire hydrants etc. shall be laid by us in the TownshipThe provision of Six deep tube wells capable of giving discharge @ 10000 gallons per hour each to meet the daily water requirement, 500000 gallon capacity UGSR with provision of chlorination plant and bye pass arrangement has also been made		
Storm Water Drainage	<ul style="list-style-type: none">RCC Hume pipe storm water drainage system shall be provided on the basis of design calculationsMinimum dia of RCC Pipe shall be 250mmReverse wells with use of MS pipes/55 strainer along with Sixteen rectangular shape Rain Harvesting Structures of 3m x 6m x 3.0m deep along with the network of RCC pipes and road gullies to drain the rainwater up to rain harvesting structure shall be provided as per guidelines of Central Ground Water Board	Electrification	
		Assessment of Power Requirement	<ul style="list-style-type: none">The Demand Load of 7231 KW / 8035 KVA has been approved by PSPCL for the project.Plot Owner shall apply the Electricity Connections of PSPCL on its own.Plot Owner shall pay all Charges/Fee for Apply/Releasing of Connection and Accessories for taking connection directly to PSPCL.Developer shall provide only basic infrastructure i.e. limited upto Overhead Conductor for HT Connection at their respective Front of Plot.
Sewerage Treatment Plant (STP)	<ul style="list-style-type: none">Proposed to provide the mini-sewage treatment plant of Submerged Aerated Fixed Film (SAFF) Technology - PUDA approved Technology/capacity)An area of 2800 m2 has been reserved in the approved Layout Plan for STPDuring no demand period, the treated effluent will be stored in a pond of 1.5 acresA 5 meters wide dense green belt all around the sewage treatment Plant shall also be provided to control the odorous emission from STP	Source of Power Sub-Station	<ul style="list-style-type: none">Electricity Connectivity to our project MIP, Amritsar will be given by erecting 2nos. new 11KV Feeders with 11KV XLPE cable 150 sq.mm emanating from 66KV Sub-Station located at FOCAL Point, Amritsar.

Power Supply for Common Services

- Separate Power Supply shall be received from PSPCL for Street Lighting, ETP, STP & other Common/Essential Services

Street lighting/ External lighting

- The Street Lighting Fixtures shall be mounted on the same pole on which HT/LT Supply is running
- The required no. of 70/150 Watt metal Halide Fixtures/ HSPV/ CFL Fixtures shall be provided per Street and Back ways as per landscape design to achieve illumination Levels as mentioned below

S. No.	ROAD WIDTH (IN METRE)	ARRANGEMENT	POLE HEIGHTS	SPACING
1.0	24	In Centre Merge Double Arm Pole	9-14	2.5-3.0 H.
2.0	18-20	One Side Single Arm Pole	9-14	2.5-3.0 H.
3.0	12	One Side Single Arm Pole	9	2.5-3.0 H.
P4.0	9	One Side Single Arm Pole	9	2.5-3.0 H.
5.0	7.5	One Side Single Arm Pole	7	2.5-3.0 H.

- The street lighting shall be operated with timers located in the distribution boards and shall be:
 - 6 PM to 10 PM - 100% Lights on
 - 10 PM to 2 AM - 40% Lights on
 - 2 AM to 6 AM - 60% Lights on

Horticulture/ Landscaping Work

- The major tree planting is along the road shoulder of the Industrial park on either side of the road and on the Median
- An area of 31987.59 Sq Mtr has been reserved for the development of four parks, which will have ample footpath, seating & lots of soft-soaping
- The Tree palette has been carefully chosen to suit the climatic & soil conditions of Amritsar
- Utilities such as Covered dustbins, garbage collection points, site signages shall be provided as the details design in the parks & along the roads

Road Specification

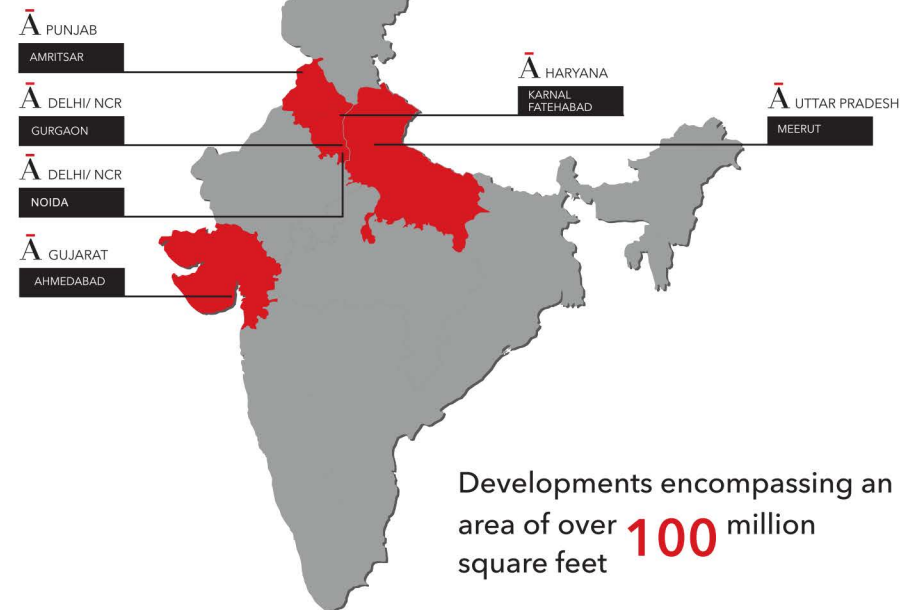
- Metalled roads as per approved road cross sections/MOTH specifications shall be built by us in the township as per following specifications
 - 40', 45', 60', 80' and 100' wide:

Amenities proposed for MIP

- Sewage Treatment Plant (STP)
- Power Sub Station and Distribution System
- Underground facilities for water, drainage & communication
- Street and Security Lighting
- Wide tree lined roads
- Parking for heavy vehicles
- Storm water management and rain water harvesting
- Ample green space & landscaped gardens
- Well-designed street signage for way finding
- Proper parking and public facilities
- Shopping Arcade located at the main entrance adjoining State Highway
- Community Centre
- Industrial Canteen & Recreation centre

Industry Bifurcation

- 40% of the total Industrial plots would have GREEN category of industries/ industries exempted from taking NOC (Consent to Establish) from Punjab Pollution Control Board. These industries would come up in the Plot Size varying from 200 sq. yds. to 1000 sq. yds. These industries would generate only domestic effluent
- 20% of the total plots would be having mechanical industry/ industries generating inorganic wastewater such as wire drawing units, electroplating units, zinc sulphate/ ferrous sulphate plants, electrical appliances units, automobile workshops etc. Maximum wastewater generation from such type of units would be 5 KL/unit/day
- The remaining 40% of the industrial plots would house industries generating organic wastewaters such as formulation of drugs, formulation of pesticides/ Insecticides/ herbicides, milk chilling centers, small milk plants, mineral water/ carbonated soda bottling plants, packaged food industries, board mills etc.



Developments encompassing an area of over **100** million square feet

ALPHA CORP

A Professionally Managed, Real Estate Company

Since its inception in 2003, Alpha Corp has built an unmatched legacy as a developer with landmark projects across key cities of India. The company's value-driven and customer-centric approach is matched by transparent systems and processes that adhere to the highest standards of accountability. Professionalism, Trust and Integrity form the core of Alpha Corp's ideology as a real estate developer in India.

Leveraging its experience in product design, development capabilities and capital management strategies, Alpha Corp has developed a diversified business portfolio of integrated townships, condominiums, corporate offices, retail city centers and industrial parks across NCR (including Gurugram), Punjab, Uttar Pradesh and Gujarat. Its landmark developments are testimony to the company's reputation as a credible developer in India.