



Mr. Shashank Anand, SP, Karnal inaugurating Van Mahotsav at the AIC, Karnal

SOWING THE SEEDS OF OUR SMILES

On 6th July, Alpha G:Corp organized a massive tree-plantation drive wherein more than 3,000 saplings were planted in the city and AIC, Karnal. Alpha G:Corp's commitment to preserving the environment manifests primarily in the way we design our developments, incorporating elements into the layouts and masterplans which reduce our carbon footprint at the nascent stages of the project's development. Moreover, use of optimized construction technologies and materials further mitigates the impact on the environment. The company regularly creates forums of discussion to spread the message of oneness with nature and earlier this quarter, the company also organized special workshops to help create awareness and inculcate environment-friendly practices on the World Environment Day.

AlphaLife is an attempt to strengthen bonds with our patrons who have trusted us to build their homes. Do let us know your views at feedback@alphagcorp.com. We are listening.

Alpha G:CORP

Expect the finest

ALPHA G:CORP DEVELOPMENT PRIVATE LIMITED

Golf View Corporate Towers, Sector - 42, Golf Course Road, Gurgaon - 122002 (Haryana). Ph: + 91-124-4831111
www.alphagcorp.com

Disclaimer: Whilst making all reasonable efforts to provide correct information, Alpha G:Corp Development Private Limited (and its associate companies) cannot and does not warrant or guarantee that the data provided by this newsletter is accurate in every respect. Decisions based on information contained in this newsletter are the sole responsibility of the user. The company and its associate companies shall have no liability or responsibility whatsoever for any direct or indirect or consequential loss caused by or arising from any information supplied by this newsletter. All disputes are subject to the exclusive jurisdiction of the courts of Delhi.

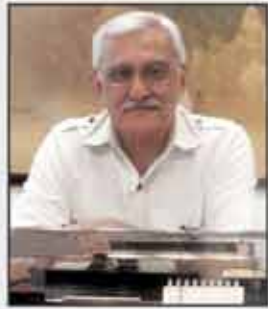
AlphaLife

Newsletter | August 2013



Creating the roadmap
to Punjab's development

FROM THE MD'S DESK



Dear Patrons,
Season's Greetings!

Being one of the more progressive states of the country, Punjab presents a huge investment potential across diverse industries such as agro, textiles, tourism and many others. Its industrious people have over the years been synonymous with driving innovation and entrepreneurship within the country and offshore. Our association with Punjab, therefore, given its several virtues, comes quite naturally.

Since 2006, Alpha G:Corp has partnered with Punjab to bring to life some landmark developments in the state. Our developments stand apart in almost all leading asset-classes, be it residential, retail, commercial or industrial.

In the coming days, a string of new projects are planned in cities across the state; Amritsar, Ludhiana, Bathinda, Mohali and Zirakpur. Our developments are planned as landmarks in each of these cities, boosting the economic growth of the region. The cover story talks of several aspects of how our developments will benefit the state.

We hope that you continue to write in to us with your feedback, comment or opinion.

Yours truly,

Col. R.S.(PICKLES) Sodhi
Managing Director
Alpha G:Corp

SCRIPTING PUNJAB'S INFRASTRUCTURAL GROWTH

The people of Punjab, globally, represent growth, prosperity and well being. One of the more progressive states in the country, Punjab has always been at the forefront of India's growth. Its assiduous people and the state administration have worked to put Punjab on the world map as a marker of development.



*Artistic Rendition of MIP, Amritsar

As per Centre for Monitoring Indian Economy (CMIE), Punjab fares the highest on the Relative Infrastructure Index in the country. With the growth of infrastructure, the demand for real estate development has also multiplied in the state. According to a study by ASSOCHAM, nearly half of the Rs. 4.97 lakh crore investments attracted by Punjab in 2011 were in the real estate sector. The Punjab government too has been active in promoting real estate in the state and has created master plans for cities across the state to make them real estate friendly.

Alpha G:Corp Development Private Limited has made several exemplary contributions to the growth and development of the state of Punjab. The company's tryst with Punjab began in 2008 with the completion of the iconic city centre 'AlphaOne' in Amritsar, the largest shopping and entertainment destination in the state. Delivered at a time the world was witnessing an economic slowdown and real estate was in a crisis, the project's launch announced Alpha G:Corp's commitment to contribute to the development of Punjab. AlphaOne, Amritsar today stands as a landmark development in Amritsar on National Highway 1, bringing some of the best-known international and national brands to the city.

Our association with Punjab went a step further with the launch of the Rs. 650 crore Alpha International City Amritsar (AICA), the city's largest integrated township. This 300 acre integrated township intends to create a harmonious blend of futuristic town planning and a tradition of community living. The township will combine plotted development, international quality civic infrastructure and dedicated commercial space. AICA will provide one of the largest private parks in Amritsar, world-class recreational facilities, on campus school, shopping mall and healthcare facilities all under onesky.

Alpha G:Corp forayed into the industrial real estate sector in Punjab in 2013 with the launch of the Model Industrial Park (MIP) in Amritsar, which gave further impetus to industrial development in the state. Spread over 147 acres, the Rs. 300-crore project jointly owned by Penguin Buildtech Private

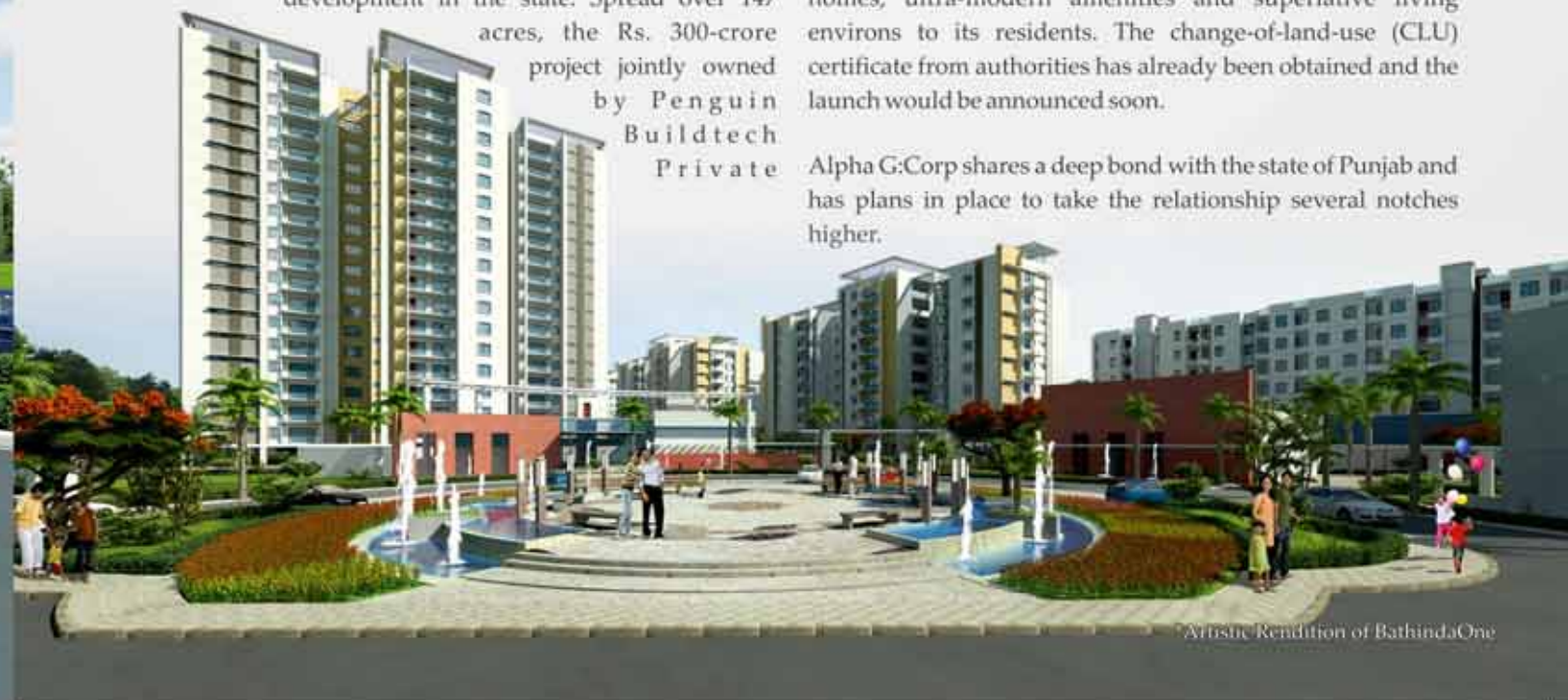
Limited, a wholly-owned subsidiary of Alpha G:Corp and Veer Colonisers & Builders Private Limited will act as a springboard for creation of 5,000 new jobs. This mega industrial park will be the first-of-its-kind in Punjab to accommodate units of Red, Green and Orange category industries. The flexibility 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, but the entire state.

Realising the potential of MIP to fast track Punjab's industrial growth, the state government has accorded mega-project status to this industrial park and has also granted a special package of incentives. Most significantly, the government has allowed 100 per cent exemption from stamp duty and registration fee on first sale or transfer of built up spaces or land inside the project area. Further, there shall be no stamp duty on lease instrument of units located within the project. These exemptions shall remain operative till completion of the entire project.

With more projects in the pipeline in Mullanpur, Zirakpur, Bathinda, Ludhiana and other cities of Punjab, Alpha G:Corp is spreading its wings across the state, helping script the state's real estate growth. These developments are estimated at approximately Rs. 2500 crores. The company has joined hands with the Chennai-based Raitha Group to develop Rs. 1,000-crore integrated residential township in Mullanpur area of district Mohali, popularly known as New Chandigarh. Spread over an area of 150 acres, in close proximity to the Union Territory of Chandigarh, the township would fall within the Master Plan of Mullanpur drawn up by Greater Mohali Area Development Authority (GMADA), Punjab.

Alpha G:Corp has major plans for the city of Bathinda. It has planned BathindaOne, a premium condominium development in the city. In close proximity to the NH 64 and the NH 15, this enviable development will offer contemporary homes, ultra-modern amenities and superlative living environs to its residents. The change-of-land-use (CLU) certificate from authorities has already been obtained and the launch would be announced soon.

Alpha G:Corp shares a deep bond with the state of Punjab and has plans in place to take the relationship several notches higher.



*Artistic Rendition of BathindaOne

ALPHA INTERNATIONAL CITY KARNAL



Habitation in full swing: More than 370 units under construction at Alpha International City, Karnal

With 141 acres already delivered in Phase-I and 85 acres under development in Phase-II, Alpha International City Karnal (AICK) is seeing a spurt in construction of new houses and inhabitation. It's strategic location connected by two important highways and infrastructure at par with international standards makes AICK not only the best development in Karnal, but also the best investment on the G.T. road. The township is in close proximity to the recently announced inter-state bus terminal, domestic airport and the proposed Kalpana Chawla Medical College.

CONSTRUCTION UPDATE KARNAL

Phase II

- Pocket 07**
- Roads: 60 per cent completed
 - Sewer and storm water lines: Completed
 - Electricity and Water supply lines: 90 per cent completed
 - Rainwater harvesting pits: Completed
- Pocket 05**
- Roads: 40 per cent completed
 - Sewer and storm water lines: 90 per cent completed
 - Electricity lines: 30 per cent completed
 - Water supply lines: 60 per cent completed
 - Rainwater harvesting pits: In Progress
- Pocket 04**
- Roads: 45 per cent completed
 - Sewer and storm water lines: 90 per cent completed
 - Electricity lines: 45 per cent completed
 - Water supply lines: 45 per cent completed
 - Rainwater harvesting pits: In Progress
- Civil works**
- STPs(2): 70 per cent structure completed
 - Underground Water Reservoirs: Structure completed. Electro-mechanical work in progress
 - Electric sub stations(4): 95 per cent completed

Phase I

- Development Completed**
- 141 acres in the first phase completed and plots handed over.
- Public Utility Infrastructure**
- Milk and Vegetable Booths(2): 90 per cent completed
 - Public Toilets(5): 10 per cent completed
 - Bus Shelters(5): 20 per cent completed
 - Temple: 80 per cent completed
 - Taxi Stand: Development completed
- Alpha Center and Other Developments**
- Alpha Center, a 41,000 sq. ft. lifestyle, recreational and entertainment hub: 90 per cent completed
 - Villas: Possession of all 28 villas offered
- Habitation**
- 370 units at various stages of construction
- New Projects**
- Independent Floors and Villas to be launched soon

ALPHA INTERNATIONAL CITY AMRITSAR



*Actual pictures of AICA

Alpha International City Amritsar (AICA), the city's largest integrated township provides everything under one roof; secure community living, world-class recreational facilities, on-campus international school, convenient shopping, the city's largest private park, shopping mall and healthcare facilities.

CONSTRUCTION UPDATE AICA

Pocket A

- Roads: 90 per cent completed
- Sewer lines: Completed
- Storm Water lines: Completed
- Electricity lines: 52 per cent completed
- Rain water harvesting pits: Completed

Pocket B

- Roads: 52 per cent completed
- Sewer lines: Completed
- Storm Water lines: Completed
- Electricity lines: 38 per cent completed
- Rain water harvesting pits: 95 per cent completed

Pocket C

- Roads: 42 per cent completed
- Sewer lines: 82 per cent completed
- Storm Water lines: 73 per cent completed
- Electricity lines: 19 per cent completed
- Rain water harvesting pits: 51 per cent completed

Pocket D

- Roads: Work to commence shortly
- Sewer lines: 49 per cent completed
- Storm Water lines: 34 per cent completed
- Electricity lines: Work to commence shortly
- Rain water harvesting pits: Work to commence shortly

Pocket F

- Roads: 27 per cent completed
- Sewer lines: 67 per cent completed
- Storm Water lines: 77 per cent completed
- Electricity lines: 14 per cent completed
- Rain water harvesting pits: 10 per cent completed

Pocket G

- Roads: 37 per cent completed
- Sewer lines: Completed
- Storm Water lines: 94 per cent completed
- Electricity lines: 25 per cent completed

Other Updates: Boundary Wall: 94 per cent completed • Underground Water Reservoirs: Excavation completed

MEERUT ONE



MeerutOne, part of Mainland Meerut, Alpha G:Corp's world-class 19 acre mixed-use development is located strategically on the NH-58 connecting Delhi to Haridwar in Meerut. Construction of this premium residential complex started within a few months after the project launch.

Project Development

- M1, M3 & M4: Foundation and reinforcement work in progress
- M2 & M5: Column work in progress
- M6: Plinth Beam Reinforcement work in progress
- M9: Plain Cement Concrete work in progress
- M10, M11 & M12: Excavation and Compaction work in progress



*Actual picture of Alpha Center at AICK



*Artistic Rendering of AlphaOne, Meerut

Situated in the epicentre of new Gurgaon, adjoining the Northern Peripheral Road (Dwarka Expressway) and minutes away from the proposed integrated metro-cum-bus-terminus, and the upcoming Hyatt Regency hotel, GurgaonOne Sector 84 (GO84) is set to be a landmark development in the city. GO84 will provide some of the most modern amenities and facilities seen in the group-housing segment, including a community club with international quality recreational, entertainment and sporting facilities.



CONSTRUCTION UPDATE GO84

- Tower A: Shuttering & concreting of 5th floor roof slab in progress
- Tower B: Shuttering of 6th floor roof slab in progress
- Tower C: Shuttering of 3rd floor roof slab in progress
- Tower D: Shuttering of 5th floor roof slab in progress
- Tower E: Shuttering of 7th floor roof slab in progress
- Tower F: Shuttering of 7th floor roof slab in progress
- Tower G: Shuttering of 8th floor roof slab in progress
- Tower (EWS): Column & wall (basement) concreting in progress

Aerial view of GurgaonOne Sector 84

EXCITING INVESTMENT OPPORTUNITIES WITH ALPHA G:CORP

- **BathindaOne** a signature 15 acre premium group housing is planned for development in this upcoming city of Punjab. The project will raise the bar of residential real estate development in the region and is currently in advanced stage of approvals
- **AlphaOne, Meerut**, the company's third stand-alone retail destination and a part of city center Mainland Meerut, is gearing up for launch soon. The approx. 3 lakh sq. ft. shopping and entertainment destination will be an eclectic mix of a high-street shopping experience, a multiplex and retail outlets with leading brands across a diverse set of product categories. The project has been planned by ARCOP, leading architects of Montreal, Canada

MEDIA SPEAK



- Plans for 150 acre **integrated township** in **Mullanpur, Mohali** (New Chandigarh) announced in partnership with the Rattha Group
- 12.21 acre mixed-use development coming up on **Patiala road, Zirakpur** (near Chandigarh)
- Planning of the extension of **AlphaOne, Amritsar** the largest shopping and entertainment destination of Punjab in progress
- Plans underway to develop mega 120 acre approx. **township in Ludhiana**
- Other projects are planned in **Jaipur and Goa**

Please feel free to contact us with any queries at: +91 9999144022 or e-mail us at sales@alphagcorp.com

As single point destinations with elaborate world-class offerings in retail, entertainment and hospitality for entire families, AlphaOne has been successful in positively impacting the socio-economic fabric of the cities where we operate. To keep our relationship with our constituents, AlphaOne constantly arranges and facilitates cultural and holistic events for the fun-loving and zestful people of Amritsar and Ahmedabad. These constant and well-thought interactions have led to a steep rise in footfalls at both our city centres. In fact, in Ahmedabad, where malls were on the decline till AlphaOne launched there, we have set a most enviable benchmark in the running of successful city centres.

We add value in spheres that we feel will meet our customers' requirements and interests. To that end, there was stupendous response from students in Amritsar when we organized innovative craft, drama and photography classes from 5th June till 5th July at AlphaOne Amritsar. The constantly evolving thematic décor and engagement activities added to the delightful experience of the destination, AlphaOne, Amritsar, with the innate promise -- 'Aithhe Aao Happy Ho Jao!'.

In this last quarter, we initiated our new weekly activity, 'Thursday Tambola'. Over 250 ladies participated in the first activity, where gifts worth Rs. 1.2 lakhs were distributed amongst 35 delighted customers. In line with the changing needs of the Amritsar consumer, we have also introduced new retail partners like s.Oliver, La Thai Spa and Salman Khan's Being Human.

To our immense satisfaction, AlphaOne today is recognized as a harbinger of positive change and as a well-wisher of society in Amritsar. With continuous CSR initiatives like, our monthly cleanliness drive "Let's Make Amritsar Sparkling" we have made good progress thanks to the growing support and understanding of the common cause by the Amritsari citizens and media.

The AlphaOne, Ahmedabad team too was very successful with the continuous promotional activities that were planned to ensure maximum interaction with our Amdavadi customers. At every stage since the Grand launch of AlphaOne in Ahmedabad



Performance by R&B artist DJ Reckless and S.Oliver Fashion Show at AlphaOne, Ahmedabad



Patrons enjoying the First "Thursday Tambola" at AlphaOne, Amritsar



Performance during the Times Auto Fest held at AlphaOne, Amritsar

we have been able to keep our promise of offering, 'Something Special ...Har Baar!' Recently, various business ideas by college students were showcased at AlphaOne, a first by any city centre in Gujrat. We also had several fun-filled activities like, Kwality Walls' hunt for the Cornetto couple where film stars like Yami Gautam and Siddharth Malhotra came and interacted with customers at AlphaOne. Besides, a Drawing Competition and other craft workshops were organized during the summer holidays to gainfully occupy young students of the city. Another landmark activity that kept our patrons delighted was Times Auto Fest. An activity that brought 2 wheelers from 3 companies and 7 cars, all under one roof for 3 days. Besides, the latest model of Ford 'EcoSport' was also launched in Gujarat, only at AlphaOne.

At AlphaOne in Amritsar and Ahmedabad, we will continue to provide our customers and communities with many happy celebrations and, we hope to add even more excitement so that people have even more reasons to celebrate with us.

With the very best wishes from Team Alpha G:Corp for a Very Happy Rakshabandhan, Shivaratri, Eid, Janmashtami and Independence Day to you and your dear ones!