

**A TRUE LEGACY ISN'T  
JUST BUILT OVER TIME.  
IT ALSO MOVES  
AHEAD WITH TIME.**

**ALPHA LIFE / MARCH 2016**

Over the years, Alpha G:Corp  
has built an unmatched legacy.  
And now we're moving forward by  
adding a new facet to it.  
A new identity which underlines  
everything we've always strived to be.  
The ones who hold integrity  
and passion paramount.  
The ones who put people first.  
Believe in transparency.  
And the ones who strive,  
every single day, to raise the bar.



Dear Patrons,

I would like to take this opportunity to invite you to be a part of our journey as we open a new chapter in our legacy. As you know, we have always defined ourselves as those who hold integrity above all else. We have stayed true to our principles and scrupulously followed a path of morals and ethics. We have functioned transparently and worked diligently.

It is because of these exacting standards and our unique way of working, that today we have become a part of one of the largest private equity firms in the world - Blackstone. A global player with \$94 billion in assets under management, Blackstone is a name that associates itself only with those who push the levels of excellence and prize integrity, which is a cardinal part of our DNA.

Now, with Blackstone further strengthening our vision and propelling our legacy forward, we are about to raise the bar a notch higher; improving even what we have so far deemed perfect.

In keeping with the momentum that we are now gaining, we are also welcoming a new identity, giving a shape and face to our legacy. So, in the next few pages, apart from the updates on the various ongoing projects and upcoming developments, you will be introduced to this new identity. We hope it'll illustrate for you the picture of an organisation that you have come to know, trust and will continue to believe in.

Your truly,

Col. R. S. (PICKLES) Sodhi  
Managing Director  
Alpha Corp Development Pvt. Ltd.

# ALPHĀCORP

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THE CHANGE IN OUR  
IDENTITY IS ALL ABOUT  
THE THINGS THAT WE  
WILL NEVER CHANGE.

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# OUR VALUES WILL NEVER CHANGE.

Trust and integrity will forever form the core of our ideology. Passion and perseverance will always push us to better our successes. And that's exactly why the strikingly graphic bar seems like the perfect symbol to adorn our name. For as we continue to uphold our values, we will also continue to raise the bar.

## A UPDATES

### GURGAON ONE SECTOR 84

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 existing 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 seen in the group-housing segment, including a community club with international quality recreational, entertainment and sporting facilities.

### CONSTRUCTION UPDATE

Tower A, B, D - structure & brick work completed; finishing & services work is in progress  
Tower C, E - structure work completed; brick work, plaster work, finishing & services work is in progress  
Tower F, G - structure, & plaster completed; finishing & services work is in progress  
Tower EWS - 5th floor slab is in progress  
Multi-purpose Hall - roof slab is in progress  
Health Club - 1st floor slab in progress



# OUR ZEAL WILL NEVER CHANGE.

We will keep moving forward with the drive that we have come to nurture in all our people. The drive to innovate and create something truly unique. Perhaps this is why our logo seems in complete harmony with our philosophy. The clean, bold visual of an ascending podium symbolises our zeal to move forward and achieve new heights.

## A UPDATES

### MEERUTONE

MeerutOne is a premium residential development in Modipuram on NH-58 in Meerut. It comprises of 30 low-rise 4 storied (G+4) towers with an enviable blend of 2, 3 bedroom apartments and independent villas. As the ultimate lifestyle edge, MeerutOne will offer 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 a splash pool for kids, gymnasium, landscaped courtyards, an evergreen tree plantation, and lawns for fitness activities. Construction of this premium residential complex started within a few months after the project launch and is currently being undertaken at a brisk pace. The sample apartment has already been unveiled.

### CONSTRUCTION UPDATE

Block M1, M2, M3, M4, M5, M6, M7 and M8 - external paint's primer and lift installation completed  
Block M9 and M10 - external paint's primer in progress and lift installation completed  
Block M11, M12 - flooring and lift installation work in progress  
Block M14, M15 - external plaster and tiling work completed  
Block M16, M17, M30 and Villas 1, 2 - external plaster work completed and tiling work in progress  
Block M18, M27 and Villas 3, 4 - internal plaster complete & external plaster work in progress  
Block M19, M20, M21, M22, M23 and Villas 5, 6- internal plaster work in progress  
Block M24, M25 - brick work completed  
Block M26 and Villas 7, 8 - internal plaster work completed  
Block M28, M29 and M31 - tile flooring work completed  
External Development - road WBM in progress



MEERUTONE ACTUAL PICTURE



# OUR VISION WILL NEVER CHANGE.

Clarity has always been our strength. What we want to create and how we want to create it has always been clear in our minds.

Then it is not surprising that the colours used to write our name are black and white. For they best represent the clarity we seek in our thoughts and our ideas.

## A UPDATES

ALPHA INTERNATIONAL  
CITY KARNAL

AICK is a state of the art 330 acre development located right on the National Highway-1 in Karnal. It is a totally self-contained township with areas marked for schools, crèches, hospitals and parks. The joy of living here gets enhanced manifold with Alpha Center, Karnal's new center of opulence. It is a world designed to entice every sense with top-of-the-line pro level sporting facilities including air-conditioned squash & badminton courts, swimming pool, gymnasium, tennis courts, billiards and table tennis, along with banquets and members café. Surrounded by 3000 acres of permanent greens, the township is a residents' delight and is witnessing a spurt in habitation.

### DEVELOPMENT UPDATE

With completion achieved for 141 acres and the same being handed over to satisfied customers, the township today is abuzz with construction activity of houses dotting our beautifully landscaped surroundings.

The possession process for next phase of 85 acres (Phase II) has already been initiated. The development of sewer, storm water and water supply lines along with rainwater harvesting pits, electricity lines and parks is completed in all pockets except Pocket 3. The pre-mix carpeting (black top) of roads is in progress.

To make sure that our esteemed customers get the highest level of comfort, the township is equipped with a professionally managed facility management department giving 24 X 7 services. The team strives to maintain complete security, along with well-maintained surroundings. In addition they also run a shuttle bus service and have a concierge facility.

A full-fledged K-12, GEMS International school building is under construction and session will commence from April 2016, opening the window to an international level of education for our residents at their doorsteps.



# OUR LOVE FOR PEOPLE WILL NEVER CHANGE.

It is people who breathe life into brick and mortar.  
Which is why, we design around the wants and needs  
of the people we are creating for.  
No wonder then that the heart is as much a part of  
our identity as the mind. And the use of colour in the  
graphic bar shows that we work and create from the heart.



## ALPHA MANAGEMENT SERVICES

Alpha Management was established 10 years ago with the single minded objective to ensure that we make any construction of Alpha Corp a timeless one with continuous commitment to maintenance and consumer delight. Testament to our success is that our work has invited other new projects into our fold, asking us to partner their vision in making their developments a renowned success through time.

As we enter into the next 10 year run, we invite you to join us in extending our heartfelt congratulations to the team for upholding the ethos put down by the company - 'Sense of ownership' and 'Self-discipline'. The inherent nature of these qualities drives us to consider each property as if it were our own and hence continuously work at ensuring not only cost efficiency but also key innovations from time to time so that every property we 'own' looks as good as new for years down the line.

This vision of ours truly comes alive when every expert deployed at a site - from housekeeping, technical, security, operations, marketing and CRM - work hand in hand to constantly identify and improve every aspect of the building and consumer experience therein. The most recent example of this being the security enhancement drive taken up at AlphaOne Amritsar. The short pole flower displays along the walkway primarily work to protect the facade and people walking on the paths from accidentally being hit by any car passing by the curbs. However, the way it has been laid out, it enhances the beauty of the facility, giving it the fresh look of a new and young establishment.





# OUR AIM TO PARTNER WITH THE BEST WILL NEVER CHANGE.

It's easier to move forward when you have the right partners matching your strides. And the tidings of just such a partnership come along with this change in our identity.

Known to associate their name only with those who have a distinct vision for the future, a zeal to achieve excellence and the highest regard for integrity, today they stand by our side. Thus, we are proud to announce that we have become a part of one of the largest private equity firms in the world - Blackstone.

## A UPDATES

### ALPHAONE MALLS

AlphaOne celebrates Winter Fashion in style.

AlphaOne houses some of the biggest names in the fashion industry. Utilising this advantage, AlphaOne went all out to showcase the season's best buys and must haves for the cities of Amritsar and Ahmedabad this winter. During the month of December, the pre-sale period, innovative Fashion Walks were organised throughout the facility, bringing to life the select styles from the haute couture collection of brands such as Blackberry, US Polo, Benetton, Van Heusen, Royal Enfield to name a few. This grabbed the attention of patrons and drew a special interest from them in the merchandize of each brand store. The sale season further re-iterated not just the value proposition but also the advantages of shopping Off-line.

AlphaOne in Amritsar and Ahmedabad continue to delight and enchant patrons with their continuous innovations in retailing and marquee events. They take pride in being not only the preferred destinations for the patrons of the two cities but also see themselves featured among the top 10 malls of the country year on year. We welcome on board some new concepts such as Barrels Brew Pub, the first fresh brewery pub of Amritsar, and brands such as Dunkin Donuts, who have recently joined the family of AlphaOne brands. We look forward to expanding and delivering every new or unmet need of the citizens - making AlphaOne a part and parcel of their daily repertoire from morning to night.



WITH THE  
NEW IDENTITY  
COMES A  
NEW FERVOUR.  
AND YOU'LL  
CONTINUE TO SEE  
ITS PROOF  
IN THE FUTURE.

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