

Now  
building  
the future  
of *work.*







Max Towers at dusk  
as seen from the plaza  
inside Delhi One

“It’s not what went into a building,  
it’s what’ll come out of it.”

— Jonathan Ive  
Chief Design Officer, Apple



# Corporate culture is evolving.



Growth of digital enterprise

Deliberate design of employee experiences

Emergence of network and team-based organisations

Excerpted from Deloitte Review, July 2017

# The future of work is increasingly moving away from the traditional workspace.

As organisations evolve rapidly, space efficiency and space agility is compromised. The current infrastructure is unable to fulfil the need for shared, communal and collaborative spaces. The importance of amenities and the role they play in designing employee experiences is growing, as 24x7 connectivity results in shrinking employee leisure time.

Static workspaces act as an anathema to inspiration and innovation. Learning is looked at as an off-site experience, rather than a continuous process influenced and reinforced by company culture through shared experiences.

Our intention with Max Towers is to blend thoughtful design and superior hospitality to create an environment, which integrates work and life, nurturing a more productive, healthier and happier community.

Excerpted from CBRE Global Occupier Survey, 2017





## Max Towers is an attempt to provide you with

- an agile workplace that responds to work expansion and contraction with ease.
- collaborative spaces like co-working zones and a flexible multi-use dining area that allow you to retain your space efficiency.
- thoughtfully designed amenities and conveniences.
- a Culture and Learning Manager who curates experiences for occupants to reinforce the values of innovation, collaboration and inspiration, enabling on-site continuous learning around the workforce needs of today and tomorrow.
- designed experiences around sports, training, events and competition to promote wellbeing.
- sensible nutrition and facilities that promote physical and mental wellness.
- art and technological installations that provoke and inspire.



# Work *Well*

If that sounds like a mantra, it's because it is one.

To us, it stands for a lifestyle where all the physical amenities of a modern workspace come together with human-centric design.

“Work” and “Life” have stopped being two distinct halves of our culture. Instead, all of our lives are informed by how we work and our work is informed by how we live.

Essentially, we envision Max Towers to be an environment built around enhancing and enriching your work and your life, allowing you to truly Work Well.



We view the workplace as a strategic asset and a catalyst for cultural change.

Max Towers is a next-generation office building: providing an on-demand, community-enabled, and experience-driven work environment.

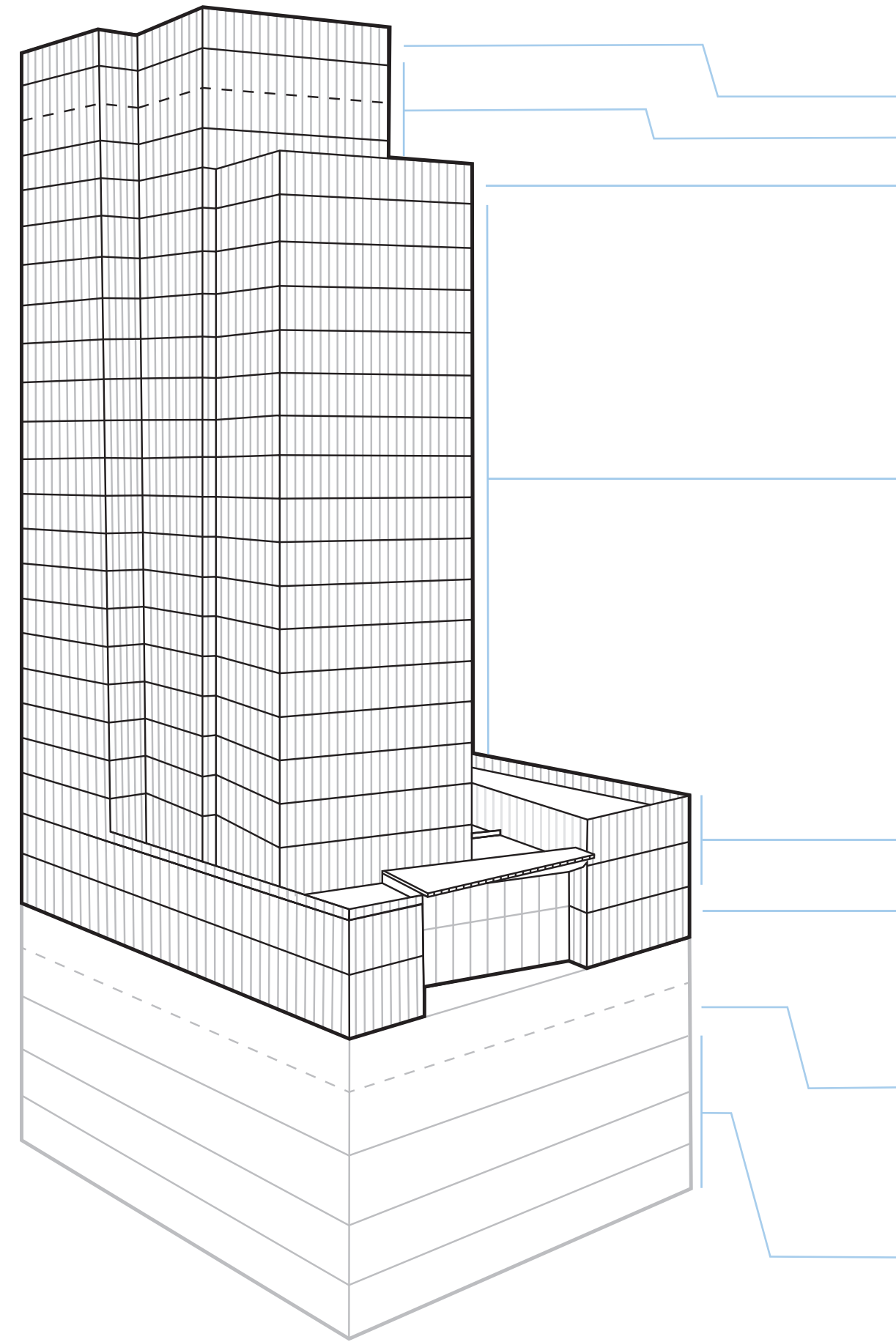
Our goal is to enhance the quality of life of our occupants. Our intent is to eliminate the chores from the weekend, and facilitate getting them done during the weekday, whilst you're at work. Be it getting your car serviced and cleaned, or picking up your weekly groceries, or getting your hair and nails done — at Max Towers, we've got you covered.

We aim to build a community of like-minded individuals and companies, providing them with the best of health and wellness along with channels of relaxation and inspiration. At Max Towers, the perfect integration of work and life isn't just achievable, it's convenient.

Merging what your mind wants with what your heart desires.







## Zoning

<b>Level L21</b>	Terrace
<b>Levels L19-L20M</b>	Tenant workspace
<b>Level L18</b>	Tenant workspace Terrace
<b>Levels L4-L17</b>	Tenant workspace
<b>Levels L1-L2</b>	The Box
<b>Level G3</b>	Entrance lobby The Box Café Auditorium Landscaped courtyard
<b>Level G1</b>	Fitness centre Swimming pool Sports zone Chiropractor and daycare Landscaped courtyard
<b>Levels B1-B3</b>	Parking

## Fact sheet

<b>Iconic presence</b>	Premium office location Edge of South Delhi Panoramic view of Yamuna banks Corner site on a 60 m wide road Over 200 m frontage on the national highway Walking distance from metro station
<b>Architects</b>	Gensler, UK Principal Architect  Esteva i Esteva Arquitectura, Spain Co-Principal Architect
<b>Super built-up area</b>	52,016 square metres (559,891 square feet)
<b>Number of floors</b>	19 office floors 4 amenity floors 3 level basement car parking
<b>Typical floor size</b>	2,369 square metres (25,500 square feet)
<b>Efficiency</b>	Floor efficiency @60%  Optimum leasing depth allows employees even in the centre of the building to enjoy natural light and have a view of the outside  Greater versatility in floor plan layouts
<b>Sustainability</b>	LEED Platinum
<b>Parking</b>	1:700 square feet
<b>Earthquake resistance</b>	Designed for Seismic Zone-V
<b>HVAC system design parameters</b>	23°C dry-bulb temperature ±1°C in offices 30-60% relative humidity  Chiller system delivering 6.2 co-efficient of performance (higher cooling per unit of energy)
<b>Air treatment</b>	Latest 3-tier treatment clean air technology on par with global standards  CO <sub>2</sub> sensors used to vary amount of ventilation air delivered to office spaces  6 air handling units on each floor  Treated fresh air provided to AHU  Chiller system comprised of water-cooled chilling unit, with total installed capacity of 1200 TR
<b>Power backup</b>	100% power backup
<b>Ceiling height</b>	4.3 m (floor-to-floor) Provision for raised flooring (150 mm)
<b>Back-of-house facilities</b>	Drivers' room and rest area  Security screening area in building  Dry and wet garbage sorting and storage

<b>Façade features</b>	Low-E, high performance glass with low reflectance  Fully unitised aluminium curtain wall panels  Solar heat gain coefficient of 0.25  Glass units are insulated glass units, 30 mm thick consisting of an 8 mm thick clear heat-strengthened outer lite, 16 mm air space and a 6 mm thick clear fully-tempered inner lite with a Low-E coating
<b>Common amenities</b>	Landscaped courtyards  130-seater auditorium  Co-working space  Multi-restaurant dining and lesiure hub  Café  Dining  Fitness centre  Swimming pool  Daycare
<b>Technology offering</b>	Fibre-to-the-floor (FTTF) ready  Digital information system at strategic locations  Wireless presentation gateway enabled auditorium  Web / app based management

<b>Security</b>	Multi-tier security  CCTV and PTZ surveillance throughout common areas and basements  Access card reader and security guard deployment  Card-controlled flap barriers in entrance lobby to reduce potential for unauthorised persons to access elevators
<b>Electrical</b>	33 kV HT power from UPPCL to dedicated HT room on level G1  LT panels and metre room located at level G1  Two base building transformers, each of 2,000 kVA  One electrical room allocated to each floor  Three 1,010 kVA generators to meet base building requirements, with day tank capacity of 990 litres each
<b>Water</b>	35,000 litre overhead water tank at roof of building  20,000 litre fire reserve tank at roof of building  75,000 litre domestic raw water tank at level G1  30,000 litre flushing water tank at level G1





## At a glance

Located in Sector 16B, Noida, Max Towers commands direct access from the DND Flyway. Max Towers is walking distance from the metro station and minutes away from Delhi's Central Business District.

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**Super built-up area** 52,016 square metres (559,891 square feet)

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**Number of floors** 19 office floors  
4 amenity floors  
3 level basement car parking

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**Floor-to-floor height** 4.3 m minimum for all office floors

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**Typical office floor plate size** 2,369 square metres (25,500 square feet)

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**Parking** 1:700 square feet

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**Green rating** LEED Platinum

# Design

Nothing about this environment  
or experience is accidental.



## Our view of design goes beyond architectural flourishes.

Every design detail at Max Towers is as functional as it is aesthetically pleasing. The façade's unique vertical-fin shading system responds, through subtle gradation, to the region's climatic extremes and provides the inside with varying degrees of openness: more open for public uses and enclosed for private purposes. The façade modulates light, delivering it in peculiar and interesting compositions to every space while shielding them from the heat outside, lowering the overall costs of energy consumption for tenants.

Low-E, high performance glass with low reflectance

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30 mm thick insulated glass units, consisting of

- 8 mm thick clear heat-strengthened outer lite
  - 16 mm air space
  - 6 mm thick clear fully-tempered inner lite with a Low-E coating
- 

Solar heat gain coefficient of 0.25

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Cuts visible light transmission by 34%







## Materials

The materials used to build each space have been carefully chosen to maintain a sense of luxury while maintaining our high sustainability design standards.

- ① A veneer ceiling in the entrance lobby exudes a sense of welcome
- ② Columns clad in leather-finish Italian marble
- ③ Honed Portuguese limestone flooring
- ④ Hardwood flooring at the lounge, as warm and dark as your morning coffee
- ⑤ Plants and nature, wherever you look

Entrance lobby of Max Towers



## The philosophy of biophilia runs deep throughout Max Towers.

The natural world has inspired not just poets and philosophers throughout human history, but also scientists and entrepreneurs.

It is only natural, then, that the place where you spend most of your day provides you with a connection to the natural world.

From the façade that modulates sunlight to mimic a dense forest canopy, to the very air you breathe inside Max Towers, everything you experience is designed to enhance the effects of nature on creativity, productivity and wellness.



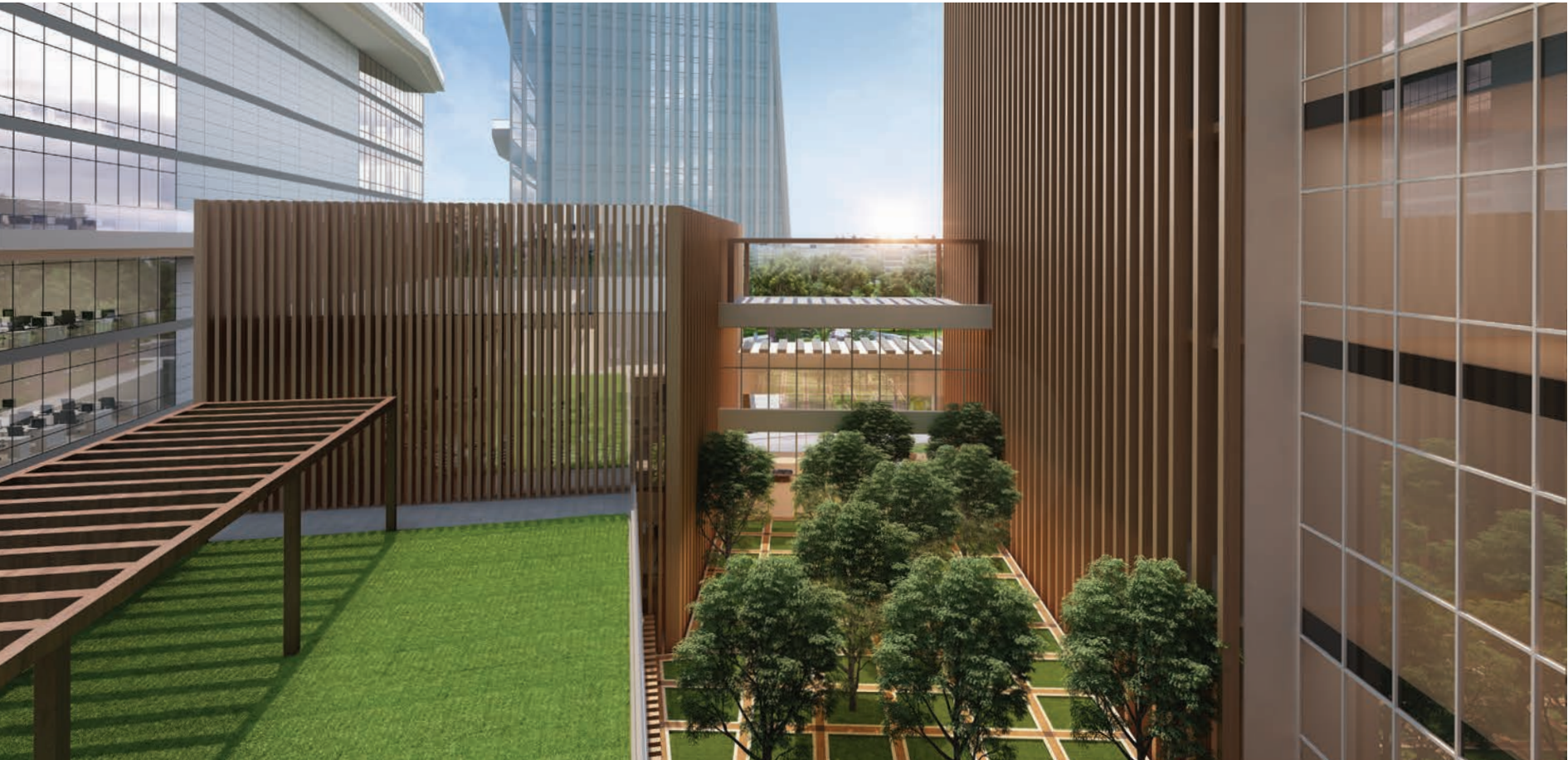
View towards courtyard on the 20<sup>th</sup> floor





# Max Towers is LEED Platinum Certified.

Max Towers is a thought leader in sustainability and aims to minimise its ecological footprint. To do so is important to us because we feel a certain responsibility towards our planet, and we invite you to share our enthusiasm for the same.

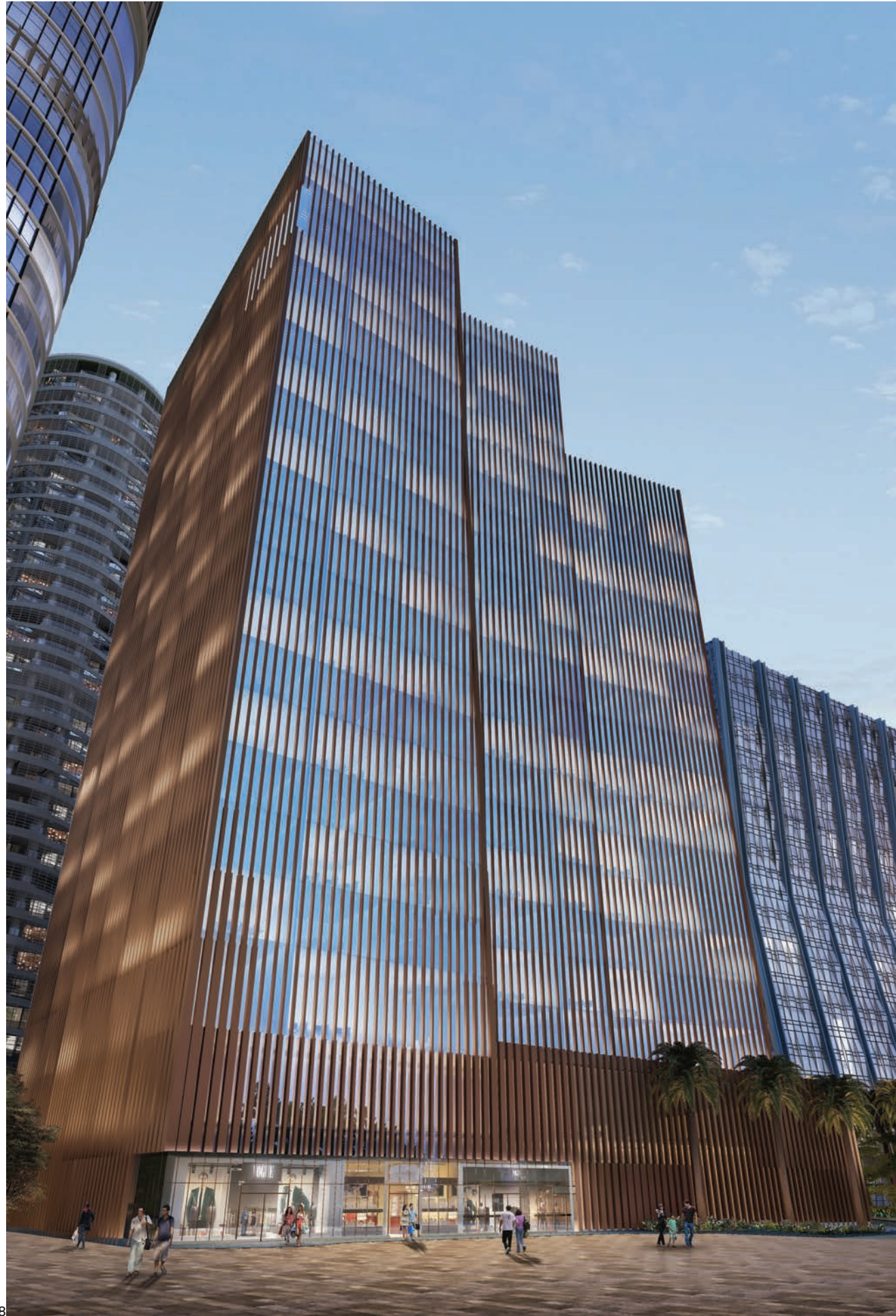


Looking into the landscaped courtyard on level G3

<b>Ground-water recharge</b>	An extensive rainwater management system
<b>Waste disposal</b>	Comprehensive waste management, segregation and recycling  All construction waste is either reused within the site or recycled through a third-party scrap vendor  On-site treatment of 100% waste water
<b>Green transport friendly</b>	Electric vehicle and carpool friendly parking, shuttle from metro station and bicycle storage
<b>Operations efficiency</b>	Lower operating cost of equipment such as HVAC and lighting  Chiller system delivers 6.2 co-efficient of performance (higher cooling per unit of energy)







Above Entrance to Max Towers  
Facing page The Box at Max Towers



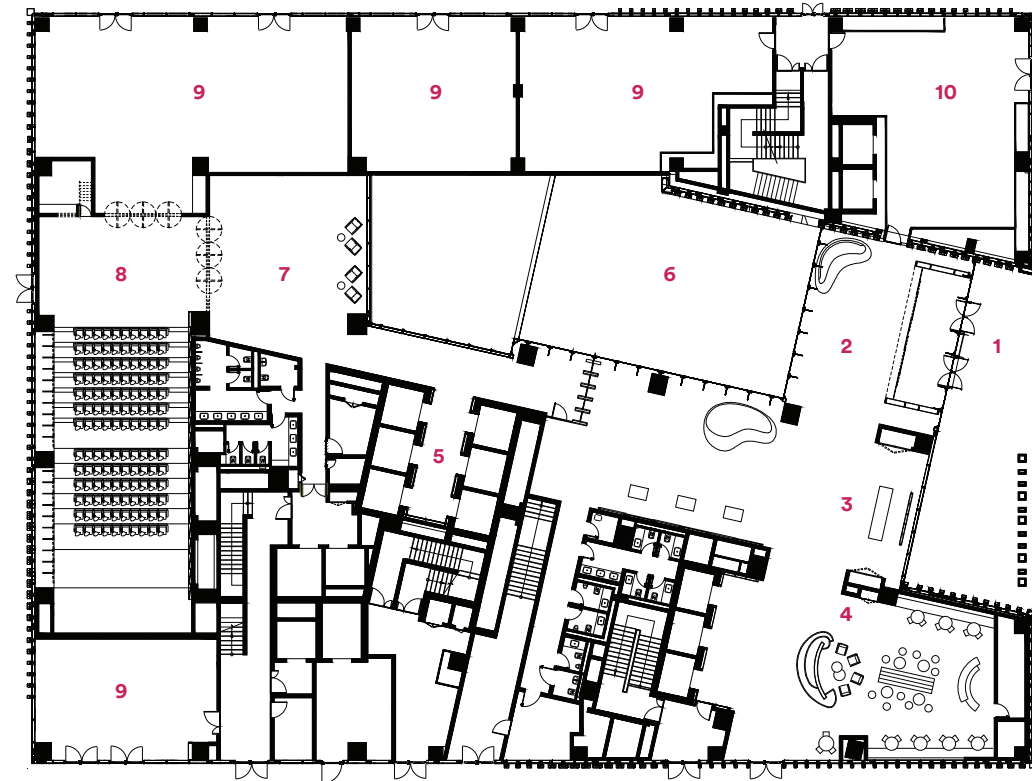
# Entrance Lobby & Courtyard

The entrance lobby is where you start your day and greet your guests. It seems like a no-brainer then to have it shaped by a prominent courtyard that's open to the sky, allowing employees even in the centre of the building to enjoy natural light and a view of the natural world.

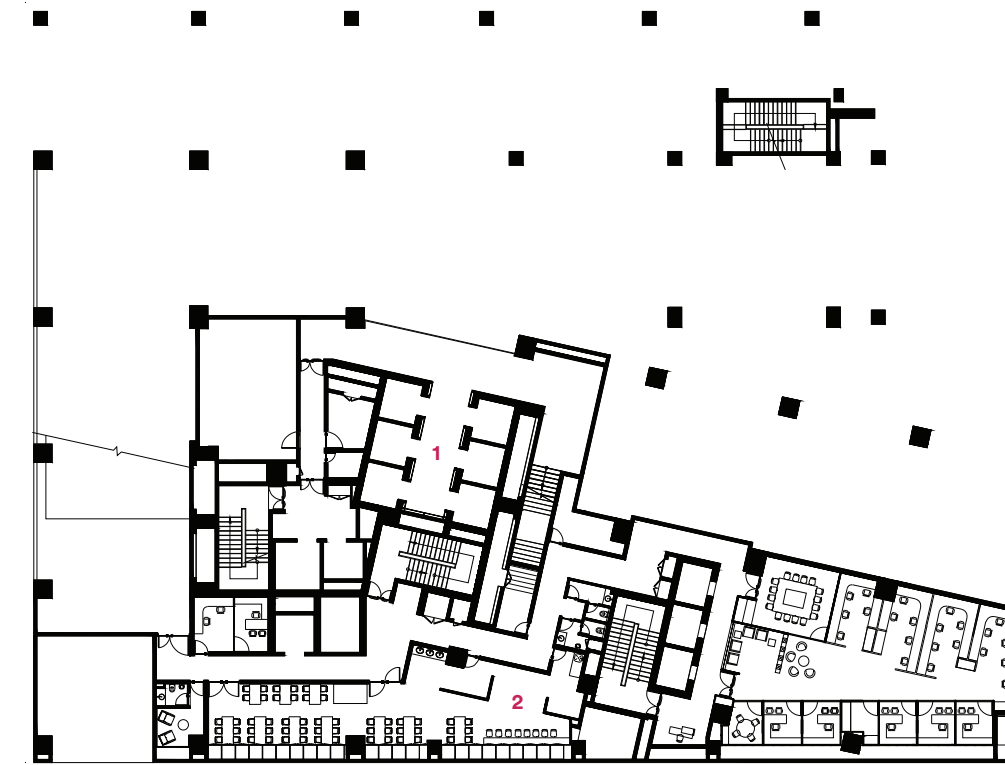
The entrance lobby is served by a reception, administration offices, concierge, seating and waiting areas, and a deli and coffee shop.



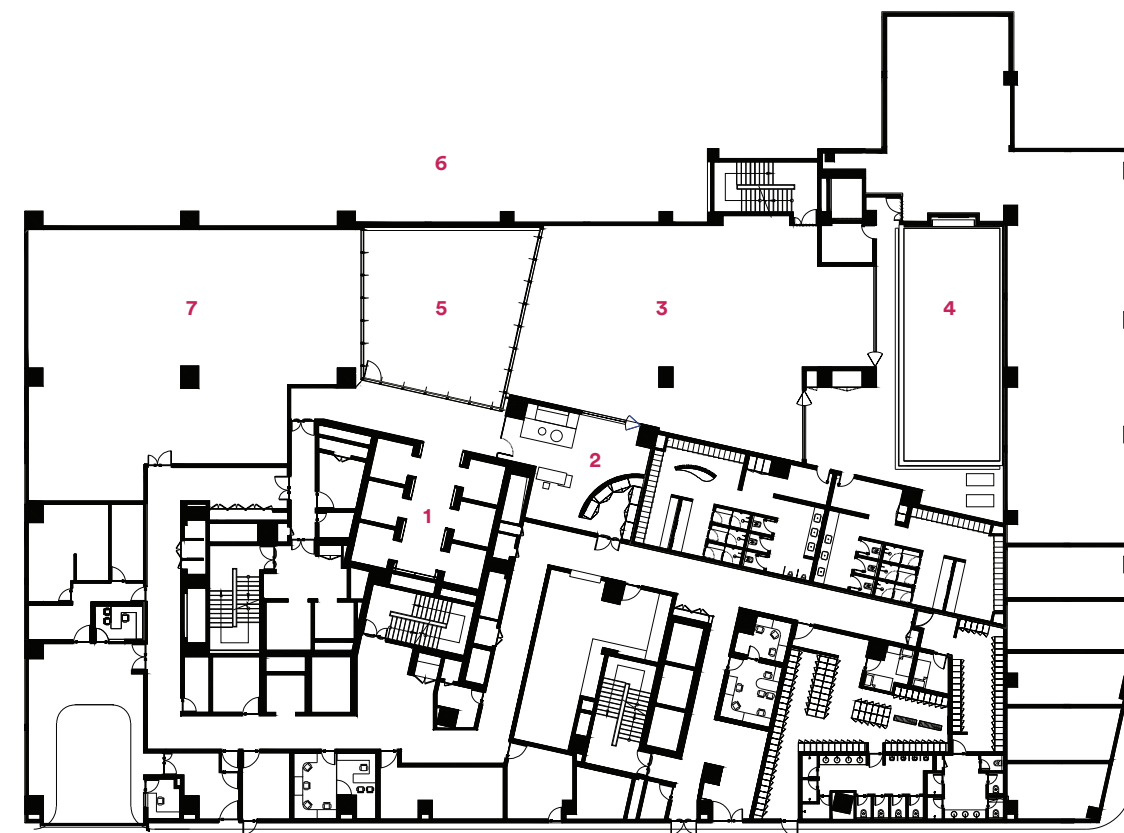




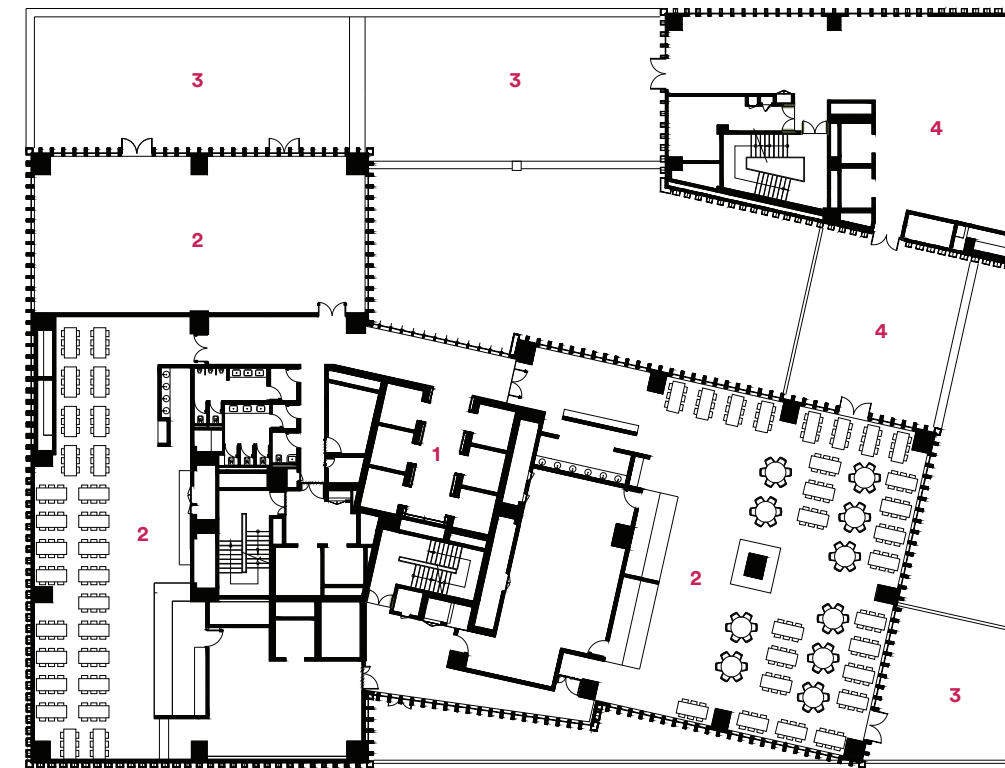
- Level G3**
- Wind lobby 1
  - Entrance lobby 2
  - Reception 3
  - Café 4
  - Elevator lobby 5
  - Landscaped courtyard 6
  - Pre-function 7
  - Auditorium 8
  - The Box 9
  - The Box lobby 10



- Level G1 Mezzanine**
- Elevator lobby 1
  - Administration 2



- Level G1**
- Elevator lobby 1
  - Wellness reception 2
  - Fitness centre 3
  - Swimming pool 4
  - Landscaped courtyard 5
  - Sports zone 6
  - Chiropractor and daycare 7



- Level L2**
- Elevator lobby 1
  - Food and drink 2
  - Terrace 3
  - The Box 4



## Tenant Floors

Max Towers provides you with a state-of-the-art blank slate workspace that you can fully customise to suit your needs.

Designed such that 90% of regular occupied space gets direct line-of-sight to the outside environment, the average ceiling height on our tenant floor plates is 4.3 metres. Combined with optimum column spacing for efficient floor planning, raised flooring and a 10.5 meter planning grid, our spaces are agile, empowering you to build your workplace the way you want.







- Levels L4-L17**
- Elevator lobby 1
  - Tenant workspace 2
  - Men's restroom 3
  - Women's restroom 4
  - Accessible restroom 5



- Level L19**
- Elevator lobby 1
  - Tenant workspace 2
  - Men's restroom 3
  - Women's restroom 4
  - Accessible restroom 5



- Level L18**
- Elevator lobby 1
  - Tenant workspace 2
  - Terrace 3
  - Men's restroom 4
  - Women's restroom 5
  - Accessible restroom 6



- Level L20**
- Elevator lobby 1
  - Tenant workspace 2
  - Courtyard 3
  - Men's restroom 4
  - Women's restroom 5
  - Accessible restroom 6



# Wellness

A work environment that is good  
for people is great for business.



# Fitness Centre & Sports League

Our state-of-the-art fitness centre is aimed at improving health and productivity.

Best-in-class trainers help curate and oversee a comprehensive solution towards the wellness of our occupants. In-house leagues across various sports promote competition, enjoyment and community, while our Staircase Gallery and pure air make sure fitness isn't just confined to the gym.



# Swimming Pool

The indoor temperature-controlled swimming pool provides a meditative, low-impact exercise solution. Specialised pool-based aerobics and body therapies such as Watsu that enhance aquatic bodywork and deep relaxation are also available for occupants.



Above View of swimming pool  
Facing page Views of fitness centre



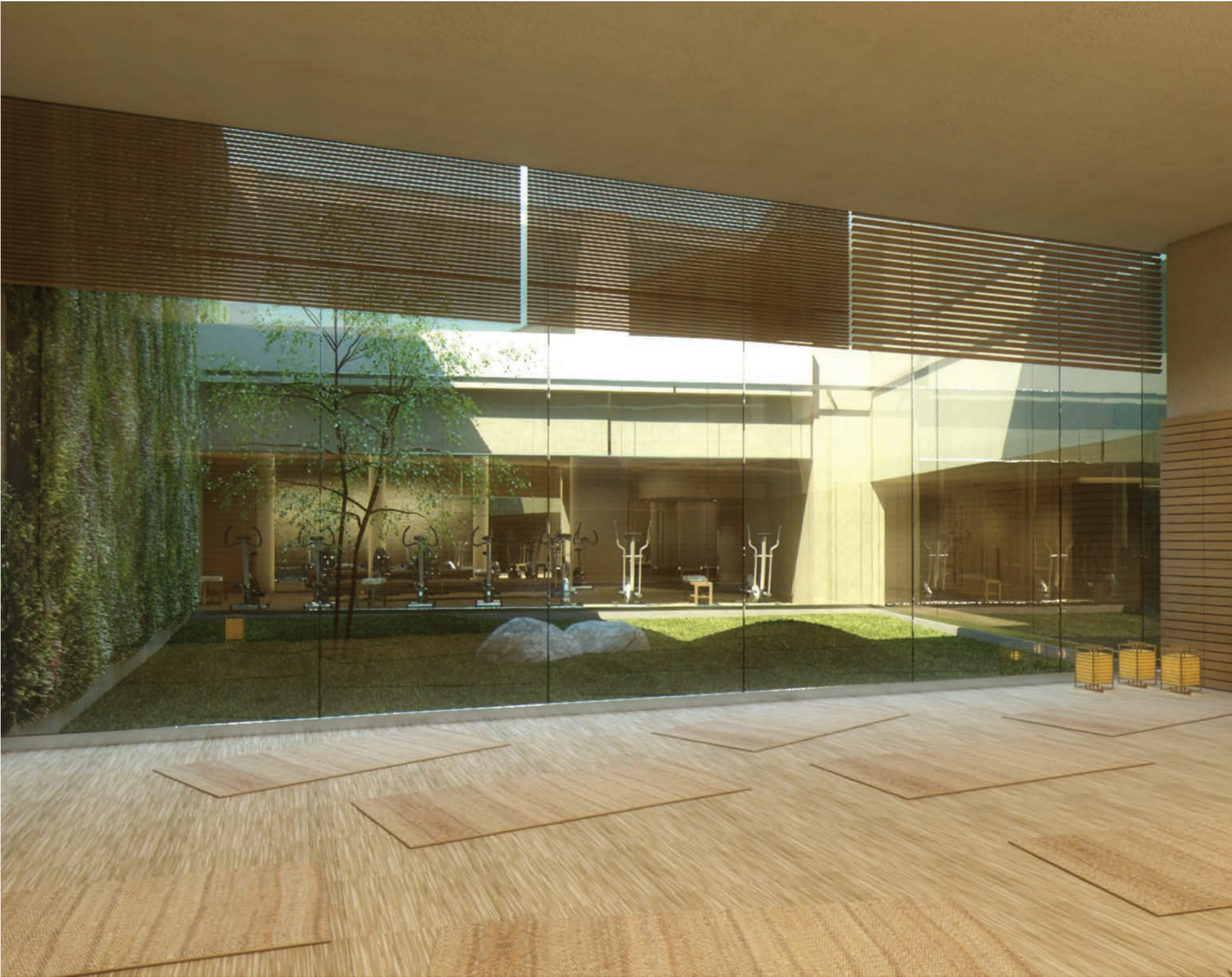
# Decompression Spaces

Relaxation is inextricably linked to wellness.

Our decompression spaces allow occupants to take short breaks from their overstimulating lives. An easy, effective way to boost alertness, productivity, mood, creativity and learning, whenever you need it.



Above View of terrace on level 18  
Facing page View of landscaped courtyard on level G1





# Cleaner Air

Our 3-tier clean air treatment technology provides air quality on par with global standards. Coupled with CO<sub>2</sub> sensors across the building to vary the amount of ventilation to enable alertness and productivity in every corner.



# Doctors, Counsellors & Chiropractors

Max Group's history in healthcare has given us the advantage of being able to provide best-in-class mental, physical and spiritual wellbeing. Our chiropractic services focus on diet, lifestyle coaching, ergonomics coaching, postural assessment and injury prevention.





# Community & Culture

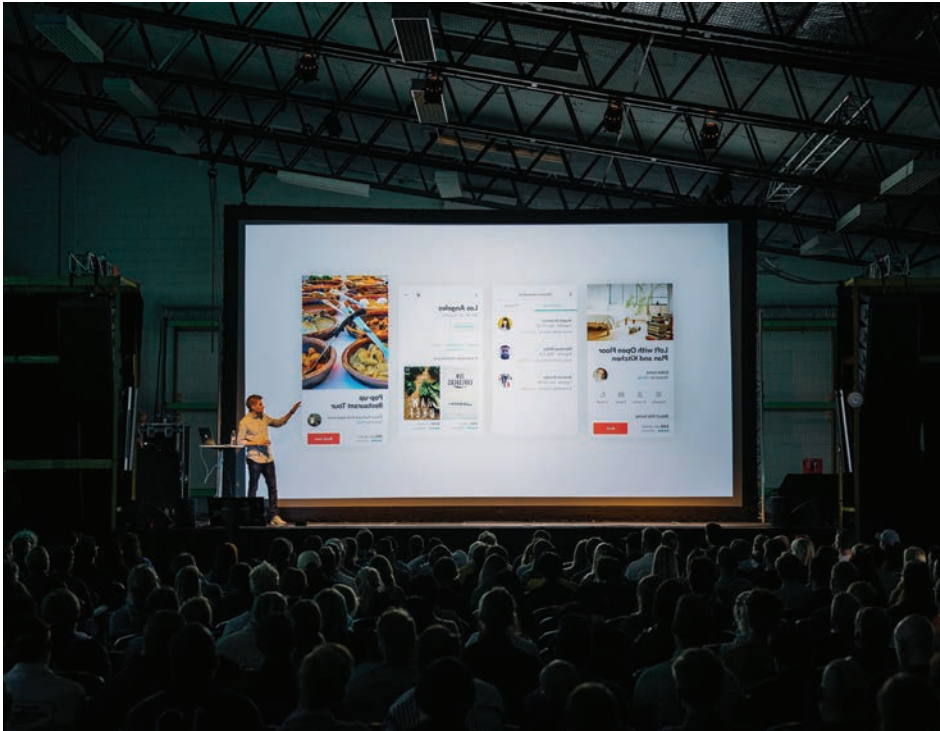
What you do outside of work,  
makes you better at work.



# Culture and Learning Manager

With a dedicated Culture and Learning Manager and open-for-all public spaces, post-work hours at Max Towers are always lively.

Our curated events are designed to connect and inspire communities, inviting individuals and their families to form deeper, meaningful and long-lasting relationships through sports, art, culture, technology and networking.



# Auditorium

A 130-seater raked auditorium with state-of-the-art presentation capabilities. From townhalls to lecture series to investor meetings to theatre, our auditorium is well-suited for work or play.



View of auditorium





## Staircase Gallery

A dedicated space for installation art, public exhibitions and curated tours. Apart from inspiring people, it entices them to climb a couple of stairs—even though we have India's fastest elevators.

## Co-working Space

Giving people choices increases both their happiness and potential.

Max Towers offers a variety of communal environments, including a co-working space, for residents to enjoy different kinds of working—collaboration, concentration and contemplation.





# Food & Drink

“One cannot think well,  
love well, sleep well,  
if one has not dined well.”

— Virginia Woolf  
A Room of One's Own (1929)





## The Box

Max Towers offers a premium dining and recreation experience, open to residents and the outside world alike for everything from grocery shopping to lavish dinners; from a quick bite to a coffee to cocktails.

## Café

Max Towers has a specialty café and roastery at the entrance lobby for casual meetings and that morning take-away cuppa joe.



Café at Max Towers



# Dining

A food court serves meals during business hours and doubles as a breakout zone.





# Services

“The best way to find yourself  
is to lose yourself in the service  
of others.”

— Mahatma Gandhi  
Indian freedom fighter



# Max Towers performs for its residents to help them work better.

The Max Group has a history of superior hospitality. A dedicated team of experts from Max Estates will ensure all operational activities perform for our occupants at Max Towers.

Professional housekeeping services for all common areas

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Professional horticulture team maintaining all common area greens

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Facility management support throughout the operational hours for six days a week

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Waste removal from every floor

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Preventive maintenance and check of electrical points, shafts, plumbing and AC at periodic intervals

Real-time system generated bills

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Prompt and timely resolution of queries and concerns

## Facilities

Web / app based facility management

- Facility booking management
  - Tenant billing system
  - Visitor management
  - Help desk management
  - Guided smart parking management system
  - F&B offerings
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Access control

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High-speed internet services

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Digital information systems at strategic locations like the cafeteria and entrance lobby

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Computerised, automated building management system

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Guided parking management system

## Security

Access card reader and security guard deployment

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Card-controlled flap barriers in entrance lobby to reduce potential for unauthorised persons to access elevators

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Screening protocol at visitor entrances, used to register visitors

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Integrated BMS system that monitors card access control, security alarm system, CCTV system, visitor management system and fire alarm system

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Security cameras located in all strategic areas; stairs, entrance lobby and perimeter of building



## Elevators

Six dedicated high speed (4 MPS) Hitachi destination-controlled elevators with capacity for upto 20 passengers (1360 kilogram) each

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Three dedicated elevators from basement parking to entrance lobby

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Three dedicated service elevators

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Elevator system programmed to reduce wait time on any floor

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Low noise and high-end finishes improve experience

## Power

33 kV HT power from UPPCL to dedicated HT room on level G1

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LT panels and metre room located on level G1

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Two 2,000 kVA base building transformers

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One electrical room allocated to each floor

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Three 1,010 kVA generators to meet base building requirements, with day-tank capacity of 990 litres each

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Total design load assumption is 3.4 watts / square foot

## Fire Protection

Fire-fighting includes both a hydrant system and an automatic sprinkler system, in conformance with the National Building Code

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Smoke detectors provided in common areas such as the entrance lobby, elevator lobbies and staircases

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Fire alarm system with an integrated fire detection and public address system with micro-processor based analogue addressable smoke and heat detectors and manual call point, system CPU with detection, control, and monitoring modules and fire warning signalisation including visual alarms in occupied areas

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Two 1.5 metre wide pressurised escape stairs, one spilling out to the eastern perimeter of the building and the other to the entrance lobby

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Common refuge areas on levels 5, 9, 12, 18, 21

## Water

35,000 litre overhead water tank at roof

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20,000 litre fire reserve tank at roof

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75,000 litre domestic raw water tank at level G1

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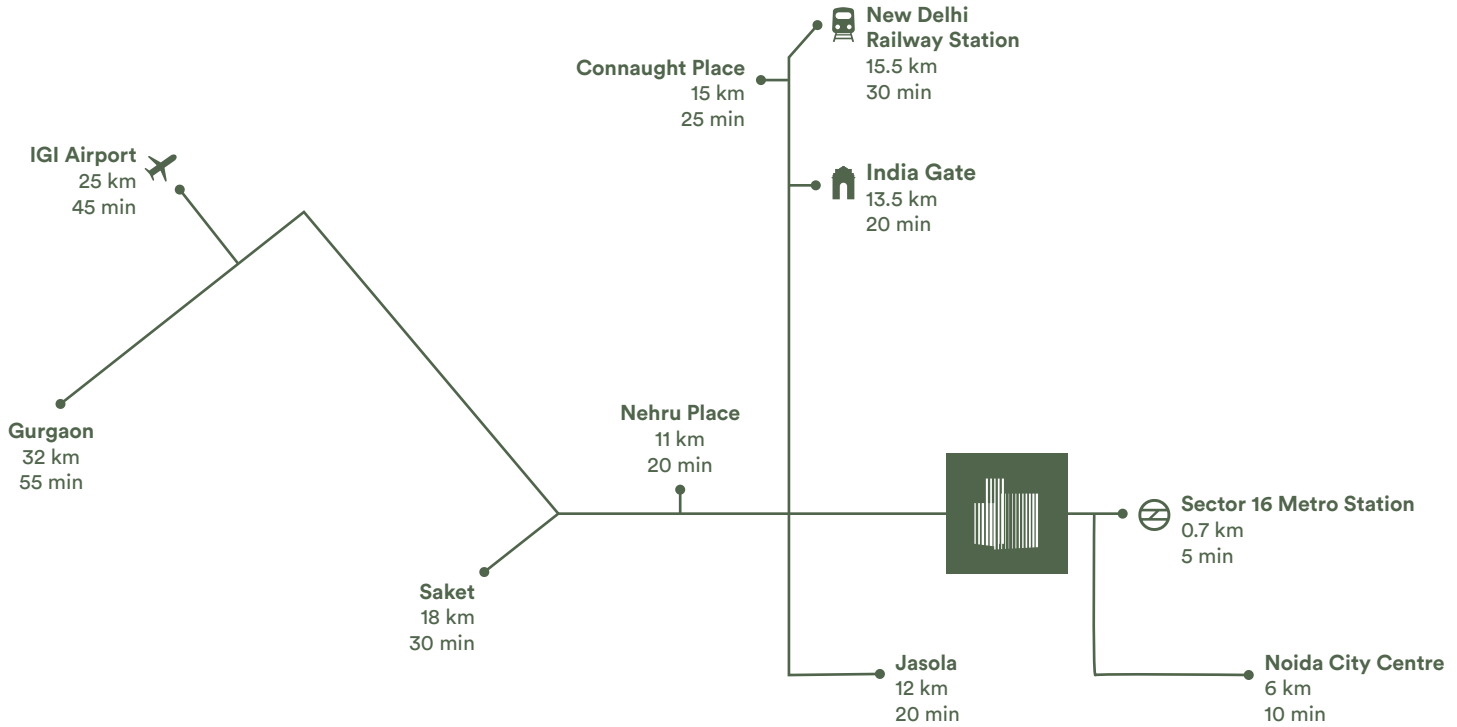
30,000 litre flushing water tank at level G1



# Location

With the most prime location in Noida, Max Towers is poised to be a new business address in the National Capital Region.

Strategically located with direct access and large frontage on the north side of the DND Flyway, and within walking distance of the metro station, Max Towers provides excellent connectivity to Delhi's various central business districts, airports and residential neighbourhoods.



Facing page Aerial view of Max Towers and Delhi One







## Delhi One

Max Towers is located at the epicentre of Delhi One, a mixed-use luxury development, located on the edge of south Delhi.

Spread across 12.5 acres, Delhi One is comprised of five commercial towers, three residential towers, a hotel and approximately 0.3 million square feet of retail high street.

## Architects

### Principal Architect

#### **Gensler**

Gensler designs for people. Fuelled by passion and entrepreneurial spirit, Gensler leverages new ideas to solve challenging problems.

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### Co-Principal Architect

#### **Esteva i Esteva Arquitectura**

The Esteva aesthetic can best be described as being the perfect harmony between contemporary design and chic rustic simplicity.

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### Local Architect

#### **Progressive Designs**

A full-service architectural design practice based out of New Delhi whose projects are inherently sustainable with most being LEED and IGBC accredited.



## Max Group

Max Group is a \$3 billion multi-business enterprise, with interests in life insurance (Max Life), healthcare (Max Healthcare), health insurance (Max Bupa), senior living (Antara), speciality packaging (Max Speciality Films), real estate (Max Estates), investments (Max I.) and education (Max Learning).

With a customer base of over 9 million customers and a workforce strength of 60,000, Max is one of India's most admired groups for service excellence. The Group has had a rich history of successful joint venture partnerships including those with Motorola, Lockheed Martin, Hutchison Whampoa, New York Life and Toyo Jozo.

At present, the Group's Joint Venture partners include Mitsui Sumitomo, Life Healthcare, Bupa Plc and Toppan. The Group was founded in 1985 by Mr Analjit Singh, a global industry statesman, who has been honoured with Padma Bhushan, one of India's highest civilian awards by the President of India, for his contributions to trade and industry.



## Max Estates

Established in 2016, Max Estates Limited is the real estate arm of Max Group with the vision to bring the Group's values of Sevabhav, Excellence and Credibility to the Indian real estate sector.

The mission of Max Estates is to offer spaces for residential and commercial use with utmost attention to detail, design and lifestyle. With a team consisting of engineers, architects, planners and specialists, and collaborations with global leaders in design, master planning, landscape and sustainability, Max Estates is committed to delivering a truly unique quality of excellence and lifestyle to all our customers.

Max Estates is a subsidiary of Max Ventures and Industries Limited (MVIL).





# We would love to see you soon.

For a visit to our experience centre and the site, contact us at

+91- 95553 95222

info@maxestates.in

www.maxtowers.com

RERA registration: UPRERAPRJ12475

#### **DISCLAIMER**

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#### **OWNERSHIP**

Max Towers Pvt. Ltd.(previously known as Wise Zone Builders Pvt. Ltd.),having its Registered office Address at : Max Towers, L-12, C- 001/A/1, Sector- 16B NOIDA UP 201301, CIN : U70109UP2016PTC087374.