



# alfa square

*a treat to lifestyle*



**VARDHMAN**  
own your space

*Retail - Entertainment - Office Space - Hotel  
Greater Noida*

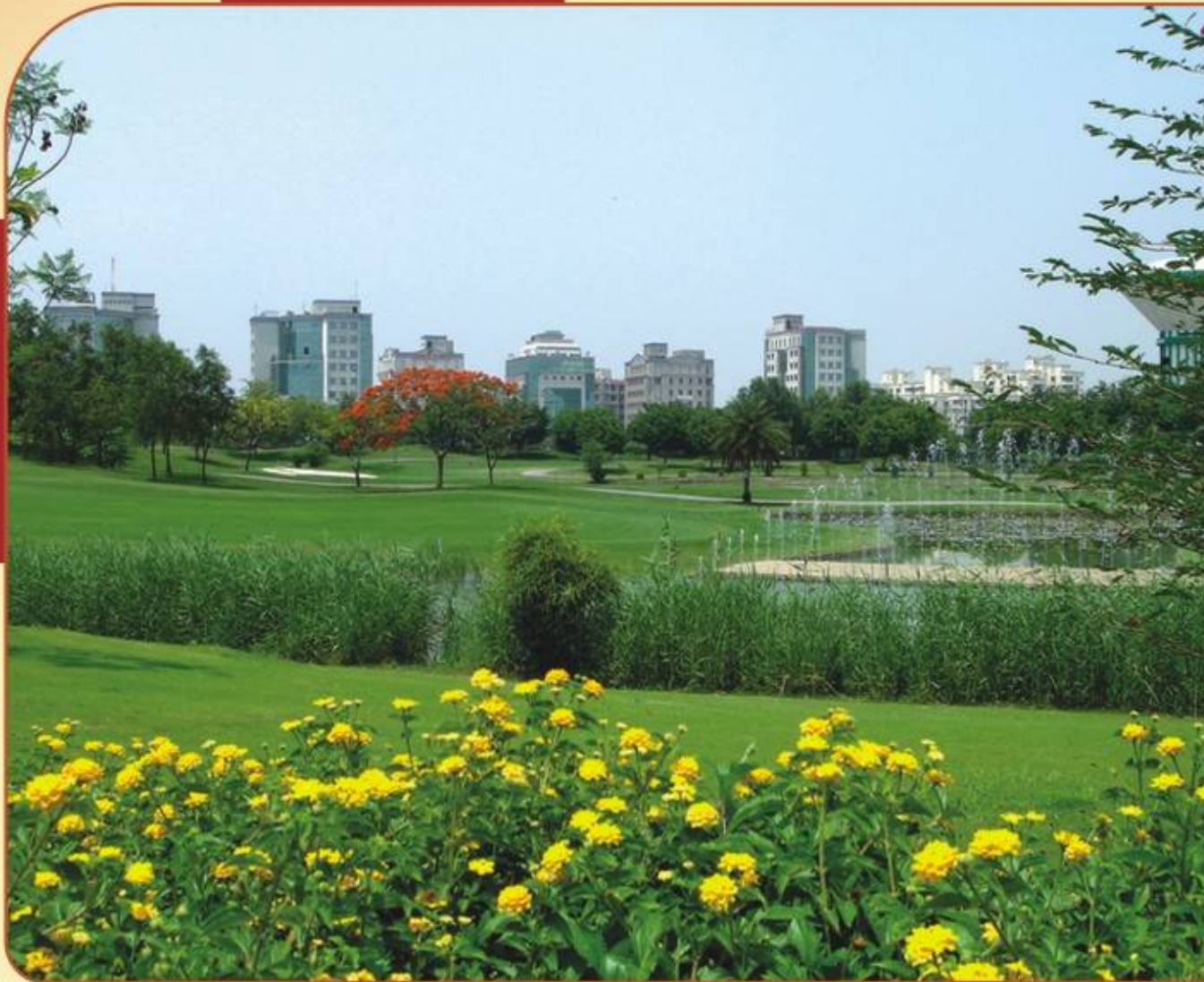




## *A Treat to Lifestyle*

*You are what your lifestyle is. You live it every moment in what you eat, what you drink, what you wear, what you buy, where you live, where you go, what you drive. It's time you treat your lifestyle with the best, which means treating yourself, because you deserve it. Vardhman's Alfa Square, your ultimate lifestyle-retail-cum-office destination in Greater Noida.*





*The best city  
to Live in...  
is always a  
City full of Life  
Greater  
Noida*



*For all of the potential pomp and ceremony, Greater Noida retains a vibrant atmosphere. The feel here is more that of a prosperous county town than a bustling city. Greater Noida is a "Well Planned Integrated Mega Township" with modern, efficient & comprehensive infrastructure at par with any International destination. Greater Noida offers the best ambiance & investor-friendly business environment in NCR. Greater Noida, a world city planned with an obsession is ready to welcome you to the future.*

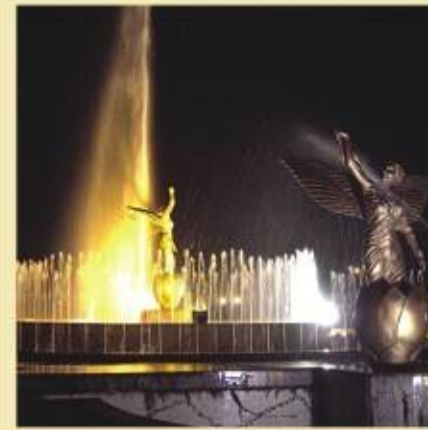
## Greater Noida - Gateway to Prosperity

- ☞ Yamuna Expressway
- ☞ Eastern Peripheral
- ☞ Ganga Expressway
- ☞ Faridabad-Noida-Ghaziabad Expressway
- ☞ Connected to Delhi, Noida by 8 lane Expressway
- ☞ Greater Noida touching NH-1 / NH-24
- ☞ Industrial Hub with Big MNCs, like Honda, Escort, LG, Yamaha, Moserbaer, indosolar
- ☞ IT Hub with Big Brands like Wipro, HP, ST Microsystem, TataAIG, Delphi, Samtel, NIIT, Synopsys,



## Greater Noida with a World-Class Infrastructure

- ☞ The best access point to Delhi, Noida, Ghaziabad, Faridabad, Agra and Sonapat that no other township can match.
- ☞ The 160km long Taj Express way connects Greater Noida to Agra creating more opportunities for business activities.
- ☞ Strategic Location - Well linked to Domestic & International Markets via Delhi.
- ☞ International Airport 1Hour, Railway Station 45 min, ISBT 30 min.
- ☞ Great Tourist Spot with Night Safari & Formula One - To be Operational within Few Months.
- ☞ Excellent Infrastructure for Education - Gautam Budh University & Sharda University with a student population base of 2 + Lakhs.
- ☞ Proposed Metro Station.
- ☞ India's Cleanest City with more than 25% green cover.
- ☞ Expo-Mart & Recreational Facilities like Steller Gymkhana, YMCA, Heritage Club & Golf Course.
- ☞ Proposed International Airport ( Approved by Supreme Court in 2008 ), Aviation Hub, Railway Station.



## *Experience a whole new Lifestyle : Alfa Square*

*Creating a new benchmark of urban developments in Greater Noida, Alfa Square is an Integrated Commercial Project which is redefining standards in leisure, retail and office spaces. Sprawled in an area of 5 Lakh sq.fts. (approx.), it is located near Pari Chowk and has a neighborhood that actually defines the spirit of Greater Noida. It occupies 3 Acres 3 Side Corner Plot on Surajpur-Kasna Road in Alpha Block (Commercial Belt). Apart from setting a trend for attracting further investments into this fast growing city, Alpha Square with its business centres, hotel, high street stores and quintessential cultural fests will keep those with fine tastes busy in the times to come.*



- ☞ 100% Gated Integrated Commercial Project
- ☞ Office Space
- ☞ Gym
- ☞ Fully Air-conditioned structure
- ☞ 4 Star Hotel
- ☞ Fine Dining
- ☞ Entertainment Zone
- ☞ Kids Zone
- ☞ Business Centre
- ☞ Food Court
- ☞ Elite Club
- ☞ Basement Parking





## *Try a Different Take on Retail*

*Mundane is out of fashion. The exclusive is in. Alfa Square is set amidst a magnificent landscape that provides a perfect backdrop to leisurely pursuits. Imaginative, the Open Sky Mall with No Atrium is perhaps one of its kinds in India. The retail areas are thoughtfully designed so as to allow high visibility and easy access. The modern clean lined facade allows the intricate weave of the traditional fashion to be elegantly showcased in Alfa Square. The Creative usage of 1.5 Lakh sq. fts. (approx.) couldn't have been more exquisite.*



☞ *Concept Shops*

☞ *Luxury Showrooms*

☞ *Car Showrooms*

☞ *Concept-Based Flee Market*

☞ *Stringent Security*







## *Spoiling Customers for Choice*

*Whether it's a delectable gourmet meal that you wish to linger over, or a quick bite from the various food options at Alfa Square, you will have a tough choice to make. Any cuisine from the world, you name it, you will have it served right away. With food-court, chain restaurants, specialty dining and fine dining options under one roof, you are going to get spoiled sooner or later.*

☞ *Food Courts*

☞ *Specialty Restaurants*

☞ *Restro Bars*

☞ *Takeaway Joints*





## *Keep up with a Blissful Retreat*

*You could still escape life's routine by indulging yourself in a fusion of sensational signature. Luxuriate within the sanctuary of peace and harmony, for that rejuvenating experience at Alfa Square. You can sneak out from your work schedule and catch up with yourself in steam, sauna, and spa of international standards. If you're a muscle enthusiast, then take stairs to the gym that awaits your sweat.*

- ☞ Power Gym    ☞ Sauna / Steam*
- ☞ Massage Centre    ☞ Concept & Theme SPA*
- ☞ Aerobics / Yoga / Dance Classes*



*Explore a whole new  
meaning of  
Entertainment*

*Switch from your office desk to a comfortable plush multiplex seat within minutes. That's the freedom to be. That's the new face of your lifestyle. The multiplex facilities at Alfa Square will make life happier not only for the residents of Greater Noida, but will also infuse a happy convenience for the office goers in and around Alfa Square. And in all this arrangement, why leave the kids alone? Bring them to the Kids Zone, let them explore their world in their own way.*



- ☞ Specialized Entertainment zone*
- ☞ Dolby digital cinematic experience*
- ☞ Comfortable seats with ample leg space*
- ☞ Kids zone*





## *Work and Leisure Spaces : Tailored to an Emerging Lifestyle*

While Greater Noida retains its edge as a prominent IT Hub and techno-commercial centre, the city is also emerging as a key hub for service industries. As such, there is a growing need for lifestyle work spaces that cater to the needs of Greater Noida's buoyant businesses. Vardhman, adding one more feather to its crown, presents Alfa Square, which will have the ultimate office destination. Spread across an area of 2.5 Lakh sq. fts (approx.), the office spaces at Alfa Square will be nothing less than a spectacle. Apart from signature, luxury and supreme office spaces, the penthouse offices are a star attraction of the project.

- ☞ Green Concept Offices
- ☞ Centrally Air Conditioned
- ☞ Designated Conveniences
- ☞ Designed as per different sectors
- ☞ Vardhman Business Centre
- ☞ Cafeteria
- ☞ No Smoking Zone
- ☞ Ample Parking





## *Some Memories Stay Comfortably Forever*

*The esteemed guests will find it hard to resist this luxurious 4-star Hotel at Alfa Square. The hotel seamlessly combines elements of old world patterns with eye-catching substances of modern conceptual design. From an impeccable architectural craftsmanship to the rich finishes, the hotel will have memories to offer when you check-out.*

- ❧ *Large Banquet and Conference Facilities*
- ❧ *Spa, Swimming Pool & Gymnasium*
- ❧ *Spacious Lobby and Fine Dining Restaurants*
- ❧ *State-of-the-art Bar*
- ❧ *Round-the-Clock Coffee Shop*
- ❧ *Valet Parking*



## *An Investment Friendly Partner*

Combining the strengths of well-grounded 29 years experience with the dynamic needs of modern times, Vardhman Estate & Developers Pvt. Ltd., leaders in 12% assured return, has given Indian skylines some of their most prestigious residential, retail and office addresses; each of which meets the highest standards of excellence in real estate development.

ivalley and Galleria in Knowledge Park III have set examples in Greater Noida. We are coming up with Vardhman SNG Mall near Pari Chowk with recent strong tie-up with big brands like Tata, Ginger Hotel, Adidas, Bikano and more. On the residential development front-Metropolis I in Knowledge Park III and following its success, Metropolis II near Pari Chowk got sold out within few days of their opening.

Keeping pace with its own established project innovativeness, and its mission of changing the very face of Indian cities, Vardhman is introducing Alfa Square, Greater Noida, a new age, post millennium lifestyle facilities for the people of the National Capital Region.

Leader's in  
**12%\***  
Assured  
Return



Vardhman iv@lley



Vardhman Galleria



Vardhman Metropolis



Vardhman Metropolis2



Vardhman SNG Plaza



Vardhman Woodscape

## Location Map

The central premium location, excellent connectivity, and catchment of posh residences and offices will ensure an unmatched investment opportunity at Alfa Square.



LG Chowk

Surajpur-Kasna Road

Golf Course

Pari Chowk



Mall

Noida - Greater Noida Expressway

Ansal Mall



Expo Mart

Vardhman Chowk



Entry to Greater Noida

*\* Note : This brochure is purely conceptual & not a legal offering.  
The information given in this brochure is for preliminary purposes.  
Further the Promoter / Architect reserves the right to add / delete  
any detail specifications mentioned if so warranted by the circumstances.*

*\* Note : All the specifications, conditions and designs are only indicative  
& some of these can be changed in consultation with architect or  
equivalent provided at the discretion of company.*



**VARDHMAN**  
own your space

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