



BRAHMA BESTECH
ATHENA

www.Zricks.com

BEST OF BOTH WORLDS



www.Zricks.com

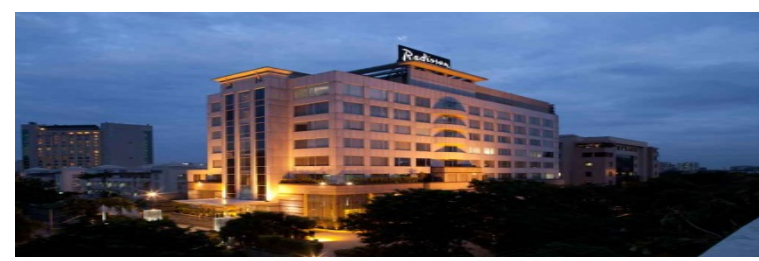
BRAHMA

- Headquartered in New York with affiliate offices based in Mumbai and Gurgaon
- One of the largest real estate FDI funds invested in India
- Projects with international mindset of building management
- Prime focus on the development of green-field into world class residential, commercial and retail real estate
- Successfully launched a township on the borders of Chandigarh in partnership with DLF



BESTECH

- Real estate conglomerate with over 2 decades of development experience
- Strong foundation of quality construction, timely deliveries, customer satisfaction
- Formidable in-house construction arm engaged across the four verticals
 - Residential – 3 mn sqft delivered and an additional 6 mn sqft under construction in Gurgaon & Mohali
 - Commercial & IT – 2 mn sqft office space delivered and an additional 1.05 mn sqft under construction
 - Retail – 1.3 mn sqft under construction in Gurgaon and Mohali
 - Hospitality - in 2006 developed a relationship with Carlson Hospitality with the following –
 - 4 star hotel Park Plaza in Noida and Radisson Suites in Gurgaon
 - 3 hotels under construction in Gurgaon & Mohali
- Well respected for their commitment and **timely deliveries** and its core value revolves around the thrust on customer satisfaction

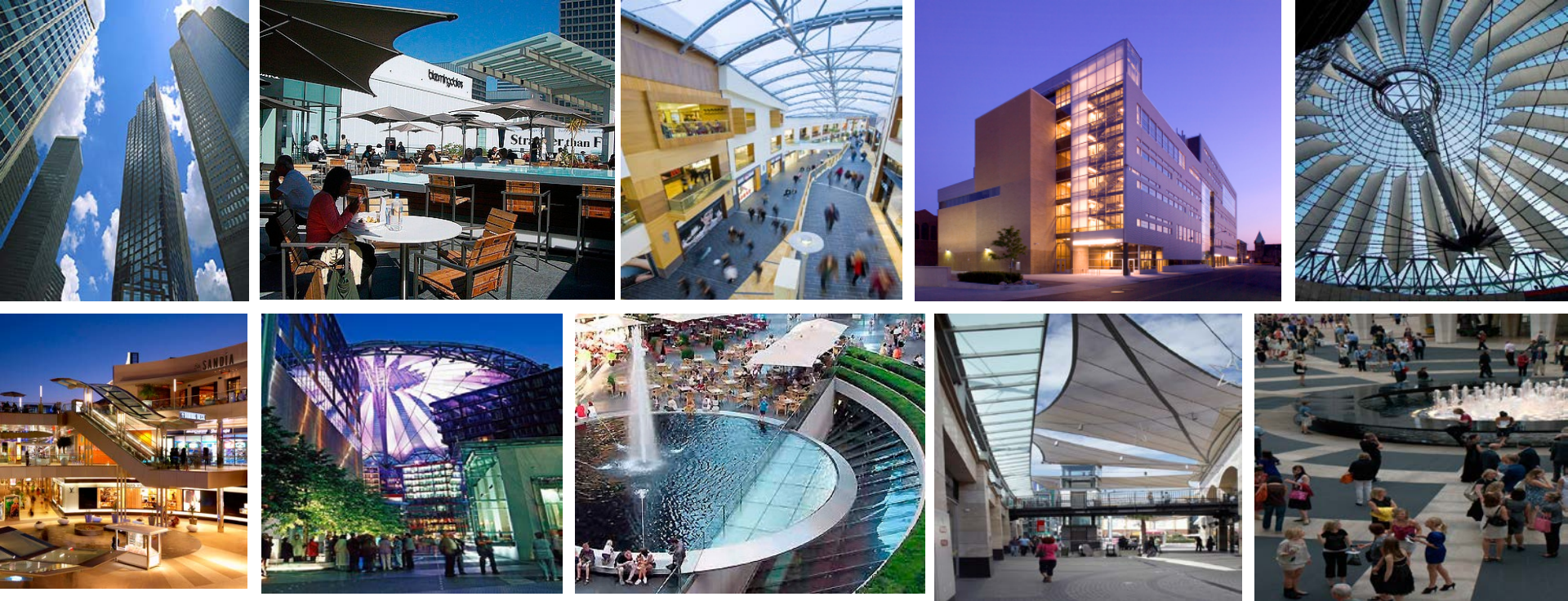


Park View Business Tower



Orient Bestech Business Tower





A NEW DESTINATION FOR GURGAON



www.Zricks.com

PROJECT PROFILE

■ Bought on	30th April 2010
	HSIIDC Government Auction
■ Title of property	Freehold
■ Location	Plot No-2, Sector 16, Gurgaon
■ Total Land Area	12.206 acres
■ Total Development	2.2 million square feet
■ Zoning	Commercial and retail
■ Office Area	400,000 sqft (approximate)
■ Retail Area	800,000 sqft (approximate)
■ Site frontage	400 meters
■ Building Plan	Approved
■ License	Received
■ Environment Clearance	Approved



ABC Bank National Headquarters, China 2010



Yueqing Global Mall, Shanghai



Erie Basin, UK 2011

CHAPMAN AND TAYLOR

- Since 1959, have established a reputation for delivering commercially successful, creative and innovate environments across a variety of sectors worldwide
- Strong ethos of high quality design with commercial understanding and cultural sensitivity enables us to deliver schemes
- Having a global presence with 16 offices all over the world – C&T have extensive experience in all sectors of the real estate market
- Leaders in mall development
- Futuristic thinking
- In-line with current and future trends
- Winner of the prestigious Queen's Award



Engineers India Ltd. Campus, Gurgaon



Master Planning for Vasant Kunj Mall Project



Maurya Sheraton, Delhi

RAJINDER KUMAR & ASSOCIATES

- Leaders in the industry over the past 35 years
- Multidisciplinary firm engaged in the fields of architecture, interior design, planning and engineering
- Commitment to excellence in design and services
- One of the largest portfolio's of work completed successfully in the Indian Real Estate sector
- National reputation earned with buildings who are LEEDS certified 'platinum rated'
- With their head office in Delhi, RKA's clients include leading Indian and MNC organizations including Fortune 500 companies



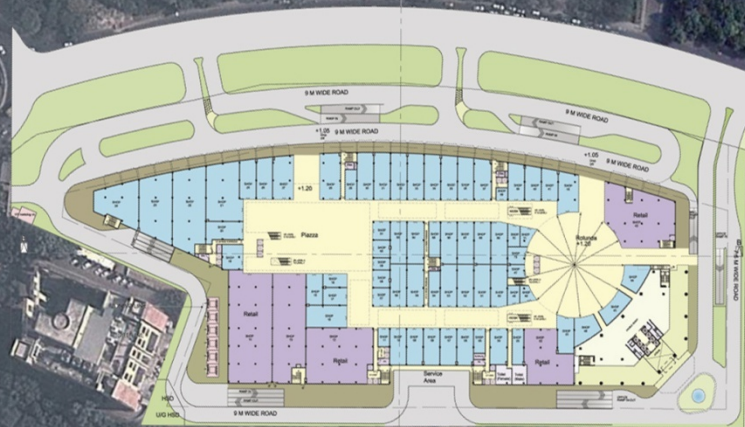
- Gurgaon: Millennium City
 - Most premium location in Gurgaon
 - Ease of accessibility: on NH-8
 - Access through 45 meter wide sector road
 - Key distances:
- HUDA Metro Station: 3 minutes
MG Road : 5 minutes
Sohna Road: 5 minutes
Delhi-Gurgaon Toll : 7 minutes
Manesar Toll: 10 minutes
International Airport: 20 minutes
Delhi Commercial Hub: 40 minutes



PRESENTING ATHENA



www.Zricks.com



- Most desirable city center location in Gurgaon
- 12.206 Acre site (one of the largest commercial sites within the heart of Gurgaon)
- 400m long frontage to the main sector road
- Overlooking the lush green MDI Golf Course

www.Zricks.com

ROTUNDA


- Close to an entire 1 acre of space consolidating the commercial and retail developments
- Iconic concept for a mall
- Internal backlit decorative illumination
- Perfect location for fashion show's, exhibitions, corporate events and expositions
- An event destination point for the NCR Region
- Retractable roof incase of adverse weather conditions





GRAND PIAZZA

- Provides an open space in the heart of the retail area
- Iconic view of primary retail area
- Landscaped and designed for a meeting space
- Open sit out area, café's, food and luxury retail

- 
- A man in a dark suit and white shirt is riding a red bicycle through a parking lot. He is smiling and looking towards the camera. The parking lot is filled with several silver cars parked in rows. In the background, there is a modern building with a glass facade and a blue sky with white clouds. The scene is brightly lit, suggesting it is daytime.
- Over 3,500 parking bays
 - Highest number of parking slots for a mall development in the entire NCR Region
 - 4 basements
 - Dedicated entrance and exit for commercial users

PARKING AT ATHENA



Parking rates will be higher during peak hours.

MARKET	DEMAND	SPACE AVAILABLE
Nehru Place	7,713	3,770
Lajpat Nagar	2,604	1,598
Chandni Chowk	4,572	2,102
Sadar Bazaar	2,000	1,113
Kamla Nagar	3,323	1,217
Darya Ganj	5,500	3,100
Krishna Nagar	1,297	1,091
Karol Bagh	5,352	3,581

Source: Map Today 25th February 2012

NAME OF DEVELOPMENT	TOTAL NO. OF CARS
ATHENA	3,500
IGI Terminal 3	3,000
Select City Walk, Saket	2,000
Great India Place, Noida	1,550
Ambiance Mall, Gurgaon	1,300
Ambiance Mall, Vasant Kunj	1,250
DLF Emporio	1,000
DLF Promenade, Vasant Kunj	800



REDEFINING THE LUXURY EXPERIENCE

www.Zricks.com

ATHENA RETAIL FEATURES

- UK based architects Chapman & Taylor partnering with Indian architects RKA
- World Class development
- Unique concept introduced for the first time having a perfect blend of high street shopping
- Immaculate brand positioning
- Indigenous opportunity for luxury to be a part of a consolidated, world class development in the NCR region
- Most sought-after location in Gurgaon
- Close proximity to established catchment area
- Footfall guaranteed
- Well zoned and defined areas in retail
- Five star Concierge & Valet Services
- One of the largest F&B hubs in Gurgaon

Dedicated entrance
for luxury brands



www.Zricks.com

Ground Floor Shop-Wise Plan

This detailed architectural plan shows the ground floor layout of a commercial building. The plan is organized around a central yellow 'Piazza' and a circular 'Rotunda +1.20'. Numerous blue-colored 'SHOP' units are arranged in rows, each labeled with a number (e.g., SHOP 01, SHOP 02, etc.). Purple-colored areas are designated for 'Retail' use. The plan also includes 'Service Area's, 'ZONING LINE', and 'SITE LINE'. Surrounding the building are '9 M WIDE ROAD's and green landscaped areas. A grid system with letters A, B, C and numbers 1, 2, 3 is used for reference. The plan is signed 'HSD' and 'LWG HSD'.

www.Zricks.com



REDEFINING THE WORKSPACE

www.Zricks.com

ATHENA TOWER FEATURES

- Single iconic tower
- Premium office space
- G+21 storey
- Visible from the National Highway
- Indian architects RK Associates partnering with UK based architects Chapman & Taylor
- Easy access: 6 dedicated lifts from the basements for commercial users
- Exclusive, members only, world class Athena club
- Situated in the south east corner
- 25, 820 sq ft floor plate
- Floor plate division
 - Single
 - Four Division
 - Eight Division



- Separate pick-up and drop-off for commercial corporate office clients
- Landscaped gardens
- Water bodies and fountains encompassing the iconic tower
- State of the art security and 24 hour surveillance
- Café's and ATMS on the ground floor servicing the commercial office clients





- Triple heighted atrium
- Grand entrance
- Lobby height 50 feet
- 6 dedicated lifts for offices
- 1 additional service lift

SITE STATUS



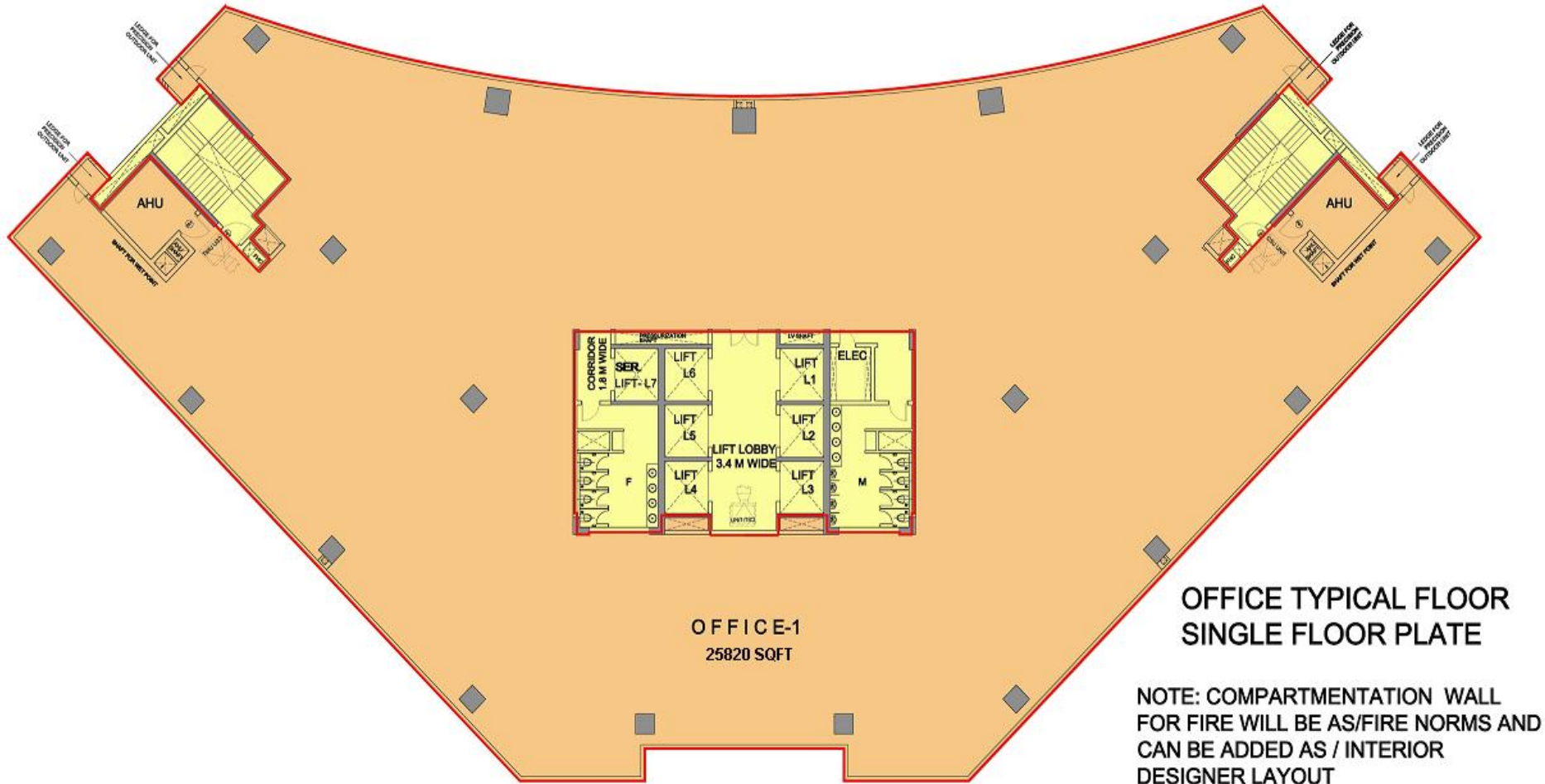
FLOOR PLANS

- Commercial
 - Single Division
 - Four Division
 - Eight Division

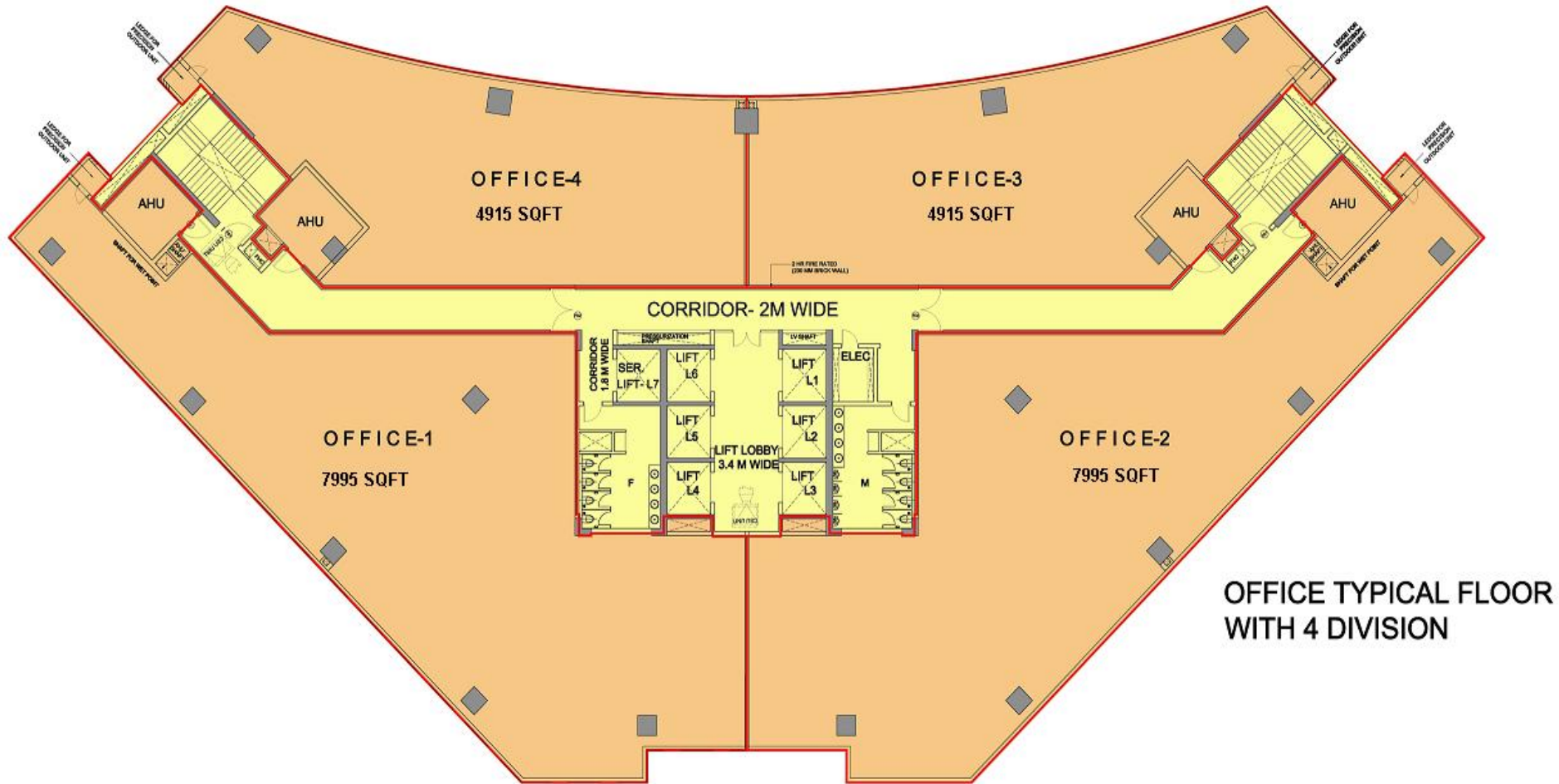


www.Zricks.com

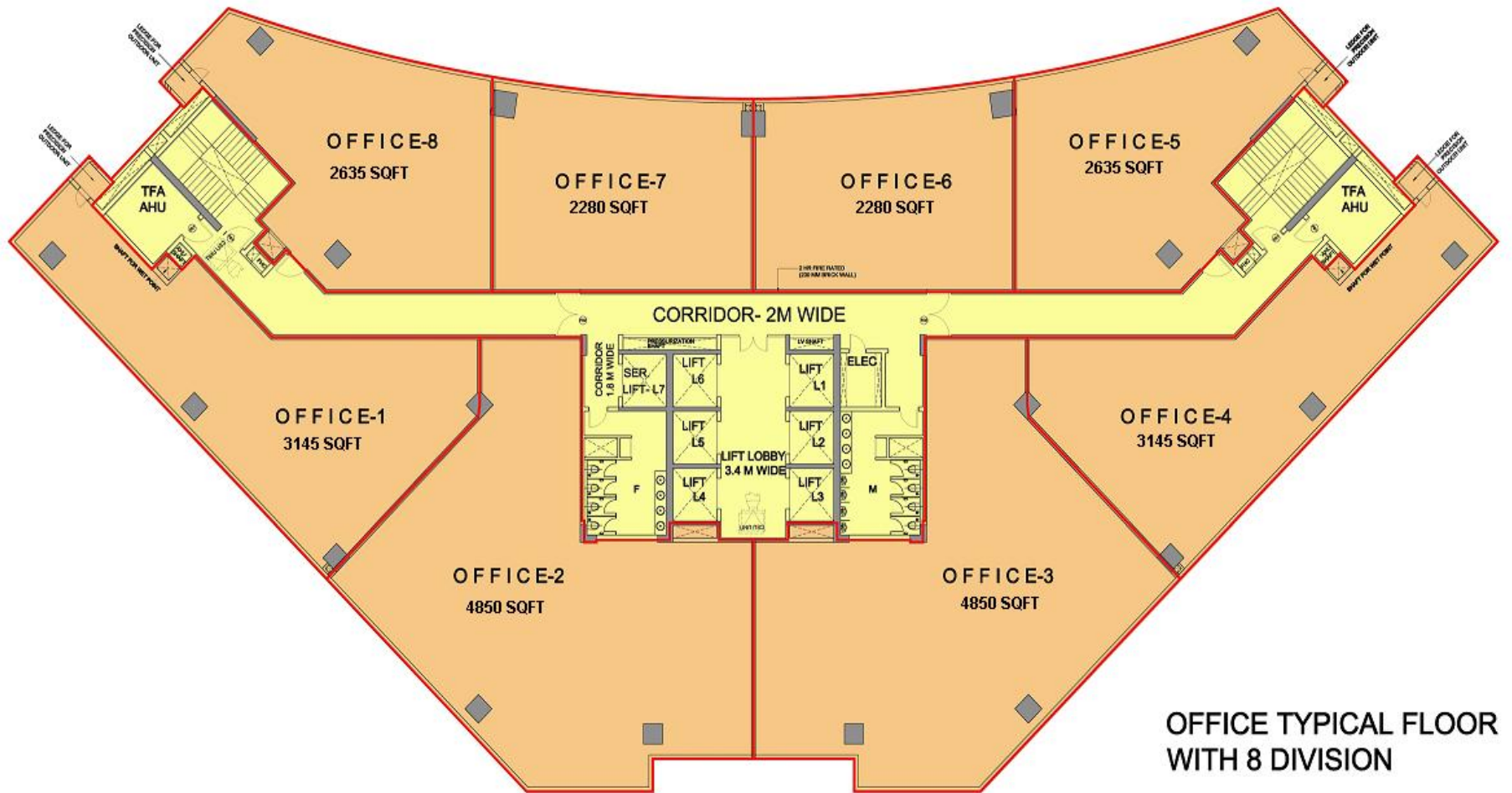
Single Division Floor Plan



Four Division Floor Plan



Eight Division Floor Plan





BRAHMA BESTECH
ATHENA

ATHENA TOWER
SALES NOW OPEN

www.Zricks.com