



*Eminence*

ULTRA LUXURY SERVICED RESIDENCES

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WAVE

### *An organisation built on trust*

*Commitment in business lays down the very groundwork on which relationships and reputations are founded. Wave, formerly The Chadha Group, has made its mark today in diverse businesses by finding its core strength in innovation and commitment.*

*The group has risen to every expectation of its customers, business partners and investors in its 40 years of existence. Today, the group has diversified its businesses under the flagship of Wave. Wave Infratech leads the real estate sector with a number of new residential and commercial projects along with world-class shopping centers and multiplexes. Its industries division, Wave Industries, is an established name with diverse businesses such as power plants, sugar mills, paper manufacturing and distilleries. This remarkable feat has helped in solidifying a trust that, in today's world, is the most valuable attribute and a distinction that is truly rare.*

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### *Foundation of trust*

*Wave Infratech inherits equity from the mother brand Wave, to promote an array of verticals like residential, commercial and real estate. Wave Infratech, the real estate arm of Wave, is one of the leading players in its sector and will soon become one of the largest real estate developers in the country.*

*With groundbreaking commercial projects like Wave City Center, Wave One, Wave 1st Silver Tower and outstanding integrated townships like Wave City and Wave Estate, Wave Infratech is revolutionising the real estate arena for almost a decade now and is being widely recognised for these futuristic and mammoth projects. Besides these impressive ventures, the company's portfolio also includes a host of Wave Malls and Wave Cinemas across the northern belt of the country, making Wave Infratech one of the most reputed names in the industry.*



WAVE  
City Center



Wave City Center

*Welcome to Wave City Center, the world's newest destination, in sheer scale exceeding anything ever witnessed by Delhi NCR. As the greatest commercial and residential development ever built in the center of a city, its epic ambition is unprecedented. This magnanimous project is shaped and managed by the dreams, hopes and aspirations of the citizens of the future.*

*Eminence  
Ultra Luxury  
Serviced Residences*

**Wave City Center**

*A mixed-use residential and commercial development  
of over 152 acres at the center of Noida city.*



## International Consultants

### Master Planners

#### SOM

[www.som.com](http://www.som.com)

SOM is an American architectural and engineering firm, famous for designing some of the tallest buildings of the world, like the Burj Khalifa.

### Management Consultant

#### FEEDBACK INFRA

[www.feedbackinfra.com](http://www.feedbackinfra.com)

Feedback Infra is a leading professional and technical services company in the infrastructure sector. Headquartered in India, it has been instrumental in adding value to projects in Afghanistan, Africa, Australia, Bangladesh, Bhutan, Europe, Indonesia, Malaysia, Middle East, Nepal, Singapore, Sri Lanka and Syria.

### Building Designs

#### Nostri Architects

[www.nostriarch.com](http://www.nostriarch.com)

Nostri Architects, a full service architectural firm dedicated to international quality design and documentation services, right here in India. They believe that buildings are best when they express their purpose and interact sympathetically with their surroundings.

### Entertainment and Mall Design

#### Forrec

[www.forrec.com](http://www.forrec.com)

Forrec is a planning and design firm that specialises in the creation of entertainment and leisure environments worldwide. With built projects in over 20 countries, they have mastered the art of making memorable experiences by building big ideas.

### Concept of Infrastructure and Transit

#### Arup

[www.arup.com](http://www.arup.com)

Arup is a global professional services firm, headquartered in London, United Kingdom. They provide engineering, design, planning, project management and consulting services for all aspects of the built environment. It is present in 37 countries, with 92 offices with a staff of over 10,000 people. It has participated in projects in over 163 countries.

### Retail Consultants

#### MXD

[www.mxddevelopment.com](http://www.mxddevelopment.com)

MXD has experience in over 40 countries around the world. With their international experience, MXD has exposure to the most innovative ideas from the North American, Asian, European and Middle Eastern markets.

### Master Landscaping (Structure, MEP & Infrastructure)

#### AECOM

[www.aecom.com](http://www.aecom.com)

AECOM is a professional technical and management support services firm. The company was ranked as the number one design firm for 2010 and 2011 by Engineering News-Record and number one by Architectural Record. It provides services in the areas of transportation, planning, environment, energy, water and government. With approximately 45,000 employees, AECOM is listed at #353 on the Fortune 500 list.

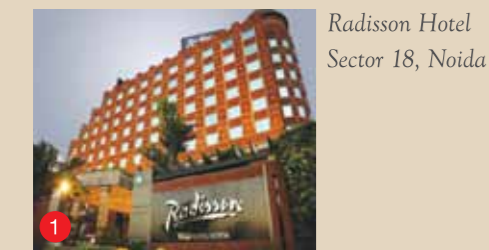
To create a project of this size and ambition requires an expert team.  
We have chosen the very best in the world to realise Wave City Center.



# Location

Wave City Center rewrites all records: covering 152 acres of prime real estate, it is the largest expanse of mixed-use commercial and residential land in the entire region. At 40 million sq. ft. of total development area, it is also the most massive project ever constructed in the center of a developed and fully functional city. And when it comes to location, it is definitely the finest in Noida. Frankly, when you consider the close proximity of Sector 18, Noida, Wave City Center's position is unbeatable. Combine our awe-inspiring scale with the real estate mantra of 'location, location, location', and you'll easily understand the attraction to every investors in Noida's center (keen golfers should note that Noida Golf Course is a mere 1km away). Wave City Center is next to the Sector 32, City Centre Metro station and the extensive road system connects smoothly to Delhi, only 10 minutes away. And that's why Wave City Center is best placed to be the best place.

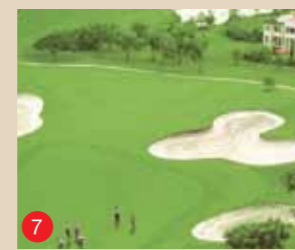
Delhi	3.5km
Radisson Hotel The Centerstage Mall, Sector 18	2.2km
Wave One, Sector 18	2.3km
Wave 1st Silver Tower	2.3km
Noida Golf Course	1.1km
Kalindi Kunj	4.5km
DND Toll Plaza	3km
Noida Memorial Park	3km



Radisson Hotel  
Sector 18, Noida



Upcoming Project  
Sector 18, Noida



Noida Golf Course



The Centerstage Mall  
Sector 18, Noida



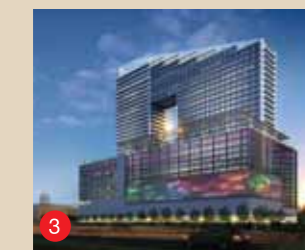
Wave 1st Silver Tower  
Sector 18, Noida



Noida City Centre  
Metro Station



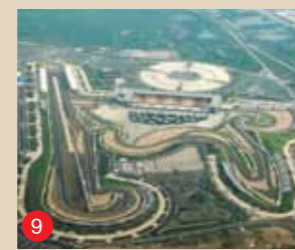
Connaught Place



Wave One  
Sector 18, Noida



Noida Memorial Park



DND Toll Plaza



Lotus Temple

\*All distances are crow flight distances.

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*All the luxuries of life.  
And the luxury of time.*

*Time is the biggest luxury in life. It is the biggest asset. The most coveted prize in life. It is the most recognised currency of success. For it is the successful who can afford the luxury of time and spend it on the finer things in life. Things like, having breakfast with the kids on a weekday. Things like, pampering yourself without having to go far from your home.*

*Eminence Ultra Luxury Serviced Residences shall be the abode of such people. With the magnificence of space and comfort, it places you in the midst of a million possibilities of leisure and entertainment, retail and offices. It is everything that makes for a lavish lifestyle. And the time to find the moments that you will truly cherish. Now that is life at its luxurious best.*

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*Every day is an occasion.*



A life of grandeur, in full glory.  
Only 240 Ultra Luxury Serviced Residences.



*Exclusive and Spacious*

*For an urban development as mega and magnificent as Wave City Center, there are only 240 residences of such epic grandeur. Clearly, it's only a select few that shall get the prized tag of Eminence.*

*These are 3 and 4 bedroom Ultra Luxury Serviced Residences and penthouses. The towers will have only four residences on each floor. And inside, you will be pleased with the abundance of space.*

*A super area of 3073 and 4261 sq. ft. make the enormous space for the dwelling of your dreams.*



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*Unwind a little longer.*

### *Exclusive Clubhouse*

*Eminence has an exclusive Clubhouse at the podium level. And exclusive it surely is. For the simple reason that it is the pleasure paradise only for the residents of that block.*

*We are sure that it will help you unwind for a little longer.*

*Your Clubhouse will host a luxurious swimming pool, a world-class gymnasium, toddlers' area, sauna, steam and a fully-equipped business center. It also becomes your venue for special evenings, where you could play the magnificent host of the lavish dining area with a bar opening into a private garden.*

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*Get closer to your loved ones.*





### *On-demand Concierge Services*

*The bouquet and the champagne are waiting for you. The dinner reservation is made. So when you arrive from office to take your wife out, you haven't been busy all day planning the evening. "Happy Anniversary sir", greets your Concierge, with a pleasant smile. All through the week, every hour of the day, this person is there to assist you with whatever you need. And he is only a call away.*

*Whether it is to call a cab or a doctor, or paying your utility bills, all you need to do is, tell the Concierge. And it shall be done, sir.*





### *On-demand Housekeeping*

*Spend time on things you want to make time for. Eminence is the place where you can do just that. As far as looking after the place goes, you can very well leave it to us. Our able housekeeping crew will take care of the cleaning, the dishes, the laundry, and so on. That leaves with you the time for a workout or a coffee with friends.*

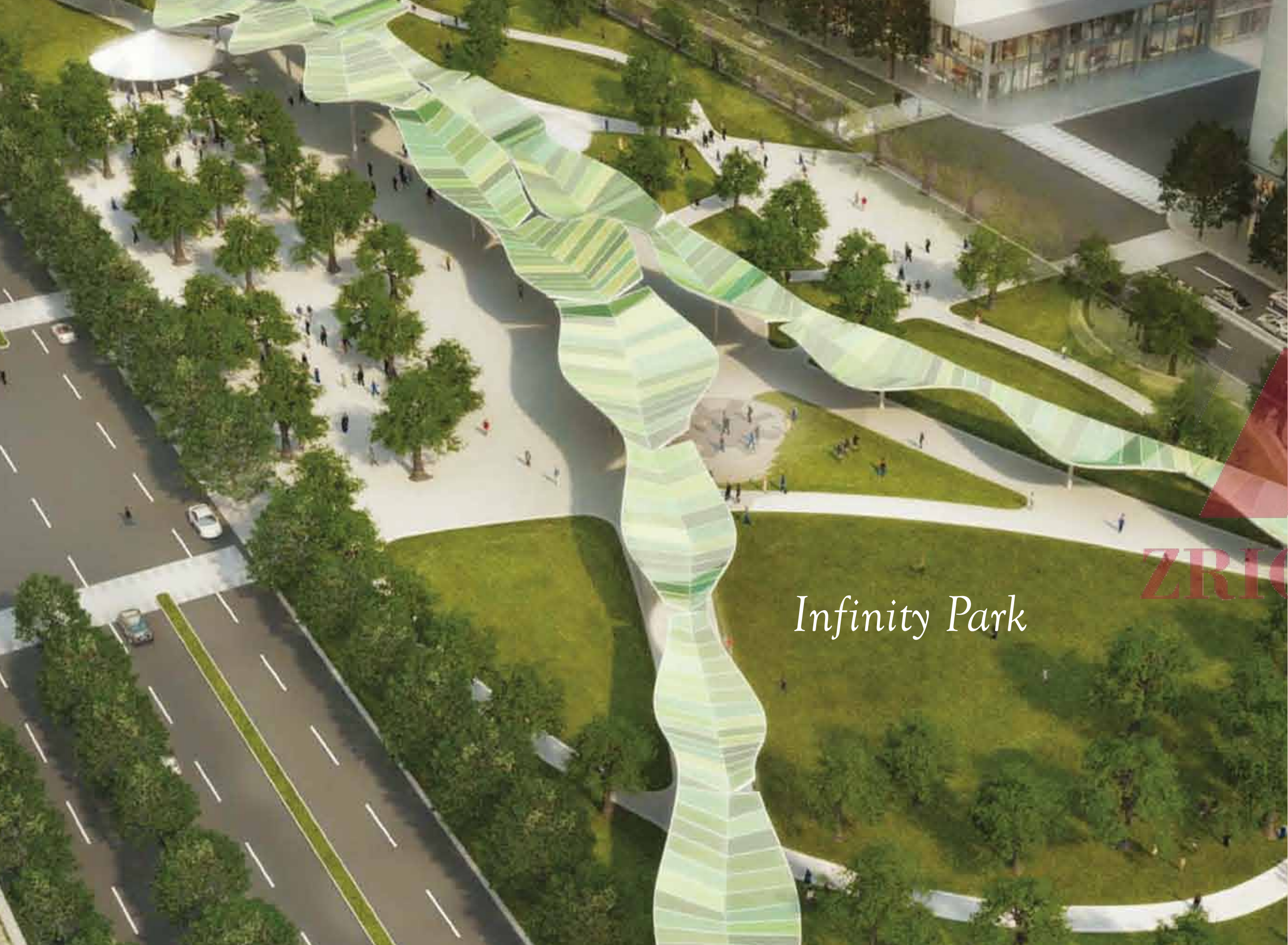
*Safe and Secure*

*Invite friends over for a Sunday brunch.  
They find a dedicated, hassle-free parking in your block. They  
witness a 3-tier security perimeter to your residence. And they  
walk safe without any traffic  
on the podium level.*

*They are impressed even before they are in.  
Now they are in the lift, which opens in your residence lobby.  
Before they announce their arrival on the door phone,  
you know they are here. Have a nice time.*

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## Infinity Park

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### *Greens all around*

*Your splendid residence at Eminence is accompanied by the equally splendid outdoors. It is the beautifully landscaped, 6.5 acre Infinity Park conceptualised and designed by world renowned landscape consultants, AECOM. The well-planned jogging tracks could very well become your cradle of health.*

*See life in a new light.*

*Glance through the pictures of our Show Apartments  
and witness the luxury that awaits you at Eminence.*





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### Living Room

*Behold the expanse of your living room. Wide and vast by all means, it allows space to bring in quite a big gathering. Let the exquisite imported marble flooring add to the grandeur. And the great mood & scenic lighting options give you a wonderful ambience. And then, you have two large balconies to step out to, for fresh air and a beautiful view outside.*



### Master Bedroom

This is the master bedroom. Luxuriously appointed with real wood flooring and super efficient air conditioning. Walk in from the master bathroom through a superbly planned extended wardrobe. Or step out into your private balcony for a splendid view of the world outside.

Actual image of Show Apartment

### Master Bathroom

We bear in mind that this has got to be the place where you are at your most comfortable. We ensure that with luxuriously finished fittings and chinaware. Exiting your most private space in the residence, you walk into an extended wardrobe. Need we say, that it is an equally impressive place to be.



Actual image of Show Apartment



### Dining Area

Spacious, that's the least you'd expect it to be. For when you don the apron on the weekend, you do need a big arena to display your accomplishments. It's sheer delight, for you and the entire family.

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Actual image of Show Apartment

### Kitchen

At your Eminence residence, your kitchen is as modern as the life you lead. Slick and spacious, it is equipped with the most modern fittings and modular switches. The efficiency and utility of a modular kitchen come with the safety of matt finish vitrified tiles.



Actual image of Show Apartment



*Guest Room*  
*Spacious and luxuriously appointed.*  
*We don't let down a guest, do we?*

Actual image of Show Apartment



*Study*  
*The study is where the mind is in overdrive. You'd be happy to find a spacious place to get into that state. Alternatively, you could use the same space to put it to rest. You can easily convert it into your private entertainment pad. Put up a projector from the ceiling and have your private screenings here. It's showtime.*

Actual image of Show Apartment





### *Kids' Room*

*Kids don't just need a comfy cot. They need the space to crawl and run and tumble and get up safe. And they need a world of their own.*



# Residence Specifications

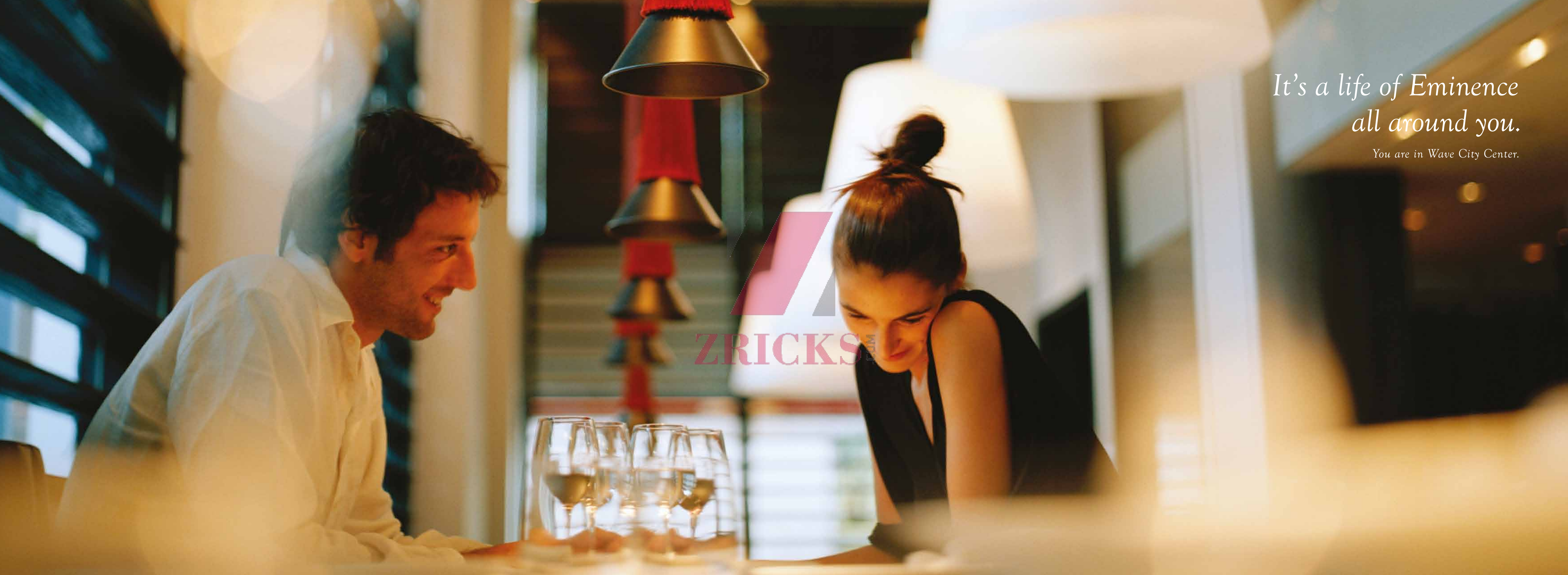
LOCATION	FLOOR	WALLS	CEILING	DOORS	WINDOWS	OTHERS	LOCATION	FLOOR	WALLS	CEILING	DOORS	WINDOWS	OTHERS
DRAWING & DINING AREA	Imported Marble	POP Punning + Acrylic Emulsion Paint	POP Punning + 300mm wide GYP Board Recessed Cove + OBD	Natural Wood Frame with Double Shutter Entrance Door, Polished Veneer Finish Flush Door	UPVC	Branded Modular Switches, Split Air Conditioning, Video Door Phone	KITCHEN	Matt Finish Vitrified Tiles	Combination of Glazed Tile 2' above platform, rest plaster + Acrylic Emulsion Paint	False Ceiling + OBD	Natural Wood Frame, Moulded Skin Door	UPVC	Modular Kitchen with Chimney & Hob, Sink with Mixer, Branded CP Fittings & Modular Switches, 22" LCD with POP UP System in 4BKH and 22" LCD wall mounted in 3BKH
MASTER BEDROOM	Real Wood Flooring	POP Punning + Acrylic Emulsion Paint	POP Punning + 300mm wide GYP Board Recessed Cove + OBD	Natural Wood Frame, Modular Skin Door	UPVC	Branded Modular Switches, Split Air Conditioning	SERVANT ROOM	Ceramic Tiles	OBD	OBD	Natural Wood Frame, Modular Skin Door	UPVC	Modular Switches
MASTER BEDROOM TOILET	Imported Marble	Imported Marbles Cladding upto 8' + OBD	False Ceiling + OBD	Natural Wood Frame, Modular Skin Door	UPVC	Shower Enclosure (partly fixed glass), Bathtub, Branded CP Fittings & Chinaware, Exhaust Fan, Imported Marble Counter, Modular Switches, Vanity Counter, Mirror	UTILITY AREA	Anti-skid Ceramic Tiles	External Texture Paint	OBD	UPVC	UPVC	MS Railing Enamel Painted
OTHER BEDROOM	Imported Marble	POP Punning + Acrylic Emulsion Paint	POP Punning + 300mm wide GYP Board Recessed Cove + OBD	Natural Wood Frame, Modular Skin Door	UPVC	Branded Modular Switches, Split Air Conditioning	MAIN ENTRANCE /LIFT LOBBY AREA (at Ground)	Imported Marble	POP Punning + Acrylic Emulsion Paint & Imported Marble Cladding (Architrave) on lift	False Ceiling + OBD	Powder Coated Aluminium Glazing	Powder Coated Aluminium Glazing	Modular Switches
OTHER BEDROOM TOILET	Matt Finish Vitrified Tiles/ Ceramic Tiles	Glazed Ceramic Tiles upto 8' + OBD	False Ceiling + OBD	Natural Wood Frame, Modular Skin Door	UPVC	Shower Enclosure (partly fixed glass), Branded CP Fittings & Chinaware, Exhaust Fan, Granite Counter, Branded Modular Switches, Vanity Counter, Mirror	CORRIDOR AREA (at Typical Floors)	Granite	POP Punning + Acrylic Emulsion Paint	GYP False Ceiling + OBD	Powder Coated Aluminium Glazing	Powder Coated Aluminium Glazing	
BALCONY	Anti-skid Ceramic Tiles	External Texture Paint	OBD	UPVC	UPVC	MS Railing Enamel Painted	LIFT LOBBY (Typical Floor)	Granite	POP Punning + Acrylic Emulsion Paint & Granite Cladding (Architrave) on lift	False Ceiling + OBD	Powder Coated Aluminium Glazing	Powder Coated Aluminium Glazing	



Artistic Impression

## *A Life of Eminence*

- Located in the most prime location of Noida, with great connectivity from Delhi (3.5kms away), Commercial hub of Noida, Sector 18 (1km away)
- Within walking distance from Sector 32 Metro Station, Noida
- A dynamic Wave City Center lifestyle all around
- 6.5 acres of landscaped Infinity Park in close vicinity
- Residences start from the landscaped podium levels
- No vehicular movement on the podium, hence 100% safe
- High-tech, round-the-clock security
- High-end retail outlets in each block
- Separate visitors parking in each block
- Independent Clubhouse at the podium level for each block, with various amenities like swimming pool, gymnasium, toddlers' area, etc.
- Waiting area for drivers with utilities
- Only 4 units on each floor in each towers
- 4 lifts in each tower
- Each of the dedicated lifts open in front of the respective residence's lobby
- Dedicated service lift in each tower
- Separate storage area available in the basements
- Smart Home Automation (optional)
- Only 240 exclusive Ultra Luxury Serviced Residences available
- Dedicated entry and exit to each tower
- Available in luxurious sizes of 3073 & 4261 sq. ft.
- Project will comply with LEED Gold Certification
- On-demand housekeeping and Concierge services



*It's a life of Eminence  
all around you.*

*You are in Wave City Center.*

  
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*Family Entertainment*  
We have lined up an array of entertainment options for the whole family. Leisure, movies or recreation, it's all there at a convenient walking distance from you.



*Premium Office Spaces*  
Luxuriously appointed work spaces that place the best corporate infrastructure at your command. Just a short walk away.

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*Retail Extravaganza*  
Convenient High-Street Condominiums  
and arguably the largest mall this country  
has seen, shall bring an abundance  
of retail options right at your doorsteps.



*The Frolic of Life*  
Cafes, Pubs, Rooftop Restaurants,  
10-screen Multiplex and hospitality options ranging  
from 4-star, 5-star, themed and a luxury hotel.  
You will find yourself surrounded by every plausible  
opportunity to step out and enjoy.





*Sustainability is the key.*



### *The Sustainable City*

*Wave City Center is on course to becoming the newest, greenest, cleanest and the most sustainable city on Earth. We would stake our claim by adopting LEED Gold Certification, the world's top standard, setting the sustainability bar at a daunting height for aspiring competition. The Gold category commands total commitment to energy-efficient appliances, energy renewability, rainwater harvesting, water recycling and many more parameters. Wave City Center, also introduces 'Smart Living', a life that can truly be called 'smart'. Conceptualised by IBM, Wave City Center would make every facet of your daily life convenient. The Smart City Online Portal will manage daily traffic movement, making sure you never get stuck in traffic. SMS alerts will keep you updated on your utility bills and energy & power consumption. The City Command Center monitors everything at all times, be it the regular updates about ongoing activities in the city or managing local security across the complete city and much more. Wave City Center, is everything that a city of the future should be.*

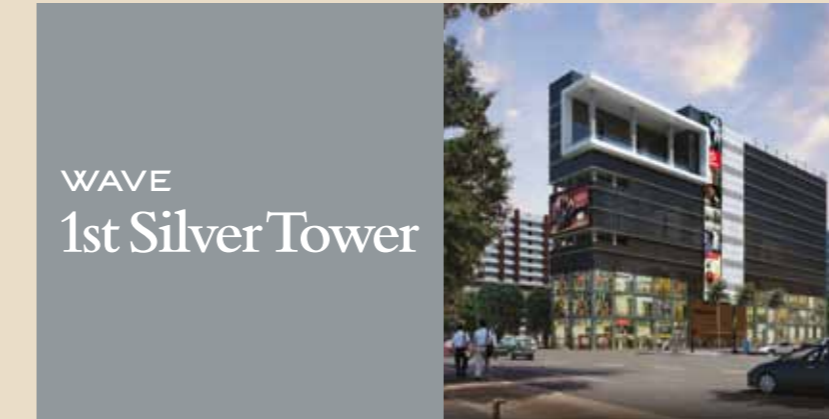
## Our Other Diverse Projects



### Wave City, NH-24, Ghaziabad

World-class 18 hole golf course, well-planned BRT system, ultra modern infrastructure with healthcare, primary education, university and a large central park.

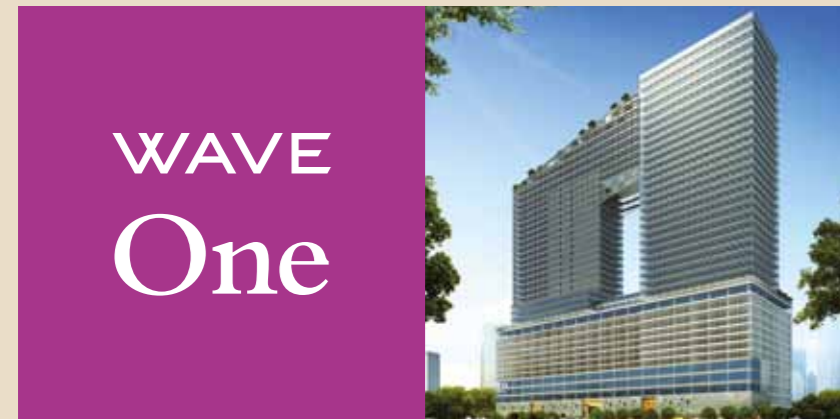
A self-sufficient city of 4500 acres | 30 minutes from Delhi and 10 minutes from Indirapuram | Smart City concept by IBM



### Wave 1st Silver Tower, Sector 18, Noida

Ready for Possession.

50 steps from the Metro Station | High-Street Retail | Premium Offices | Designed by Team 3, Singapore



### Wave One, Sector 18, Noida

Over 2 million sq. ft. of built-up area that includes retail, offices, entertainment, and provision for parking nearly 2000 cars.

Located in the heart of Noida's commercial district, Sector 18 | 41 floor iconic structure | International construction consultants like Leighton, BBG-BBGM, Nostri and BASE



### Wave Estate, Sector 85 & 99, Mohali

Minutes away from the International Airport, Central Business District, Mohali Cricket Stadium and Indian School of Business.

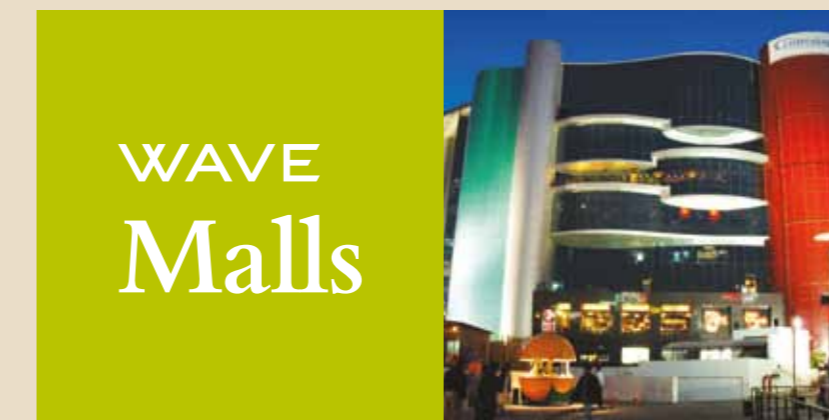
Spread over 300 acres | Exquisite township with plots, villas, floors and group housing | International architects | Studio DRA, UK and landscaping by WS Atkins



### Upcoming Project, Sector 18, Noida

Over 3 million sq. ft. of built-up area with unbeatable location advantage, situated in Sector 18, Noida's most important commercial hub.

The largest and only mixed-use commercial & residential development in Sector 18 | Excellent connectivity to and from Delhi via Metro and road transit



### Wave Malls

Pioneers in developing shopping malls.

Over 1.40 million sq.ft. of retail space | 5 operational malls (The Centerstage Mall, Noida, Wave Mall in Kaushambi, Lucknow, Moradabad & Ludhiana) | Upcoming malls in Jammu & Bareilly (by 2012)





# Wave Industries

## SUGAR

Today, Wave is one of the largest players in North India owning and operating seven sugar mills in Uttar Pradesh and one in Punjab, with a total cane crushing capacity of over 25000 TCD. These sugar plants also have a total captive electricity generation capacity of 88 MW.

## DISTILLERY

A.B. Sugars Limited, a Wave Group company, runs a molasses and grain based distillery in Punjab. It has a total capacity of 60 KL per day. A total of 120 KL per day is the installed capacity at Aligarh Plant. Wave Distilleries brands include Raffles Vodka, Raffles Rum, Evening Special Whiskey and Divine Sip Whiskey, which enjoy a massive market in North India.

## BREWERY

Wave Brewery has also given India one of its very first breweries in Aligarh with a mammoth capacity of one million HLP. The brewery is also accredited with one of its own brand of beer called 'Wave Beer'.

## WAVE BEVERAGES

Wave Beverages Private Limited owns and operates a beverage plant in Amritsar, Punjab. It is one of the nine franchises of Coca Cola India Ltd. and is equipped with both hot and cold bottling facilities. The plant produces many popular brands of soft drinks consumed in the country and has a capacity of RGB-600BPM, Mazza-320BPM and Pet-80BPM.

## PAPER

The group manufactures kraft and semi-kraft paper along with paper for writing, printing, photocopier and newsprint from a plant in Bilaspur, Uttar Pradesh. It has an installed capacity of 80,000 metric tonnes and is run by Chadha Papers Limited.

## LIQUOR

The mainstay of the group and its largest activity is liquor retailing and distribution. The group has developed a large distribution network for this business and owns more than 2,500 retail outlets in the states of Punjab, Haryana and Uttar Pradesh.

## FILM DISTRIBUTION

Ginni Arts handles the group's film distribution business. It distributes films in Uttar Pradesh and Delhi and has several hits in its repertoire - Hamraaz, Khaki, Qayamat, Company, Gadar-Ek Prem Katha, No Entry, Ready and Murder 2, to name a few.

## CORPORATE SOCIAL RESPONSIBILITY

Wave is a company that cares to care - a conviction that is best reflected in its CSR initiatives. The Mata Bhagwanti Devi Chadha Charitable Trust has been set up in the memory of Sh. Kulwant Singh Chadha's mother with the mission of serving cognitively and physically challenged children. The Mata Bhagwanti Chadha Niketan, a charitable rehabilitation institute was established in 1999 to provide therapy and counselling to children with special needs, empowering them to be independent.

## GREEN INITIATIVES

Wave works proactively and voluntarily to ensure its business activities contribute to a sustainable environment. The Centerstage Mall is India's first ISO14001:2004 certified mall and other Wave malls are in the process of getting certified as well. Conservation of electricity, reduction on power dependency and reduction in carbon di-oxide emission have always been the objective of the group's companies. Active measures have been taken to reduce our electricity consumption. For instance, the installation of lighting system that consume the least amount of electricity. All Wave malls are equipped with rainwater harvesting systems, and STP and ETP technology is used for the treatment of waste. All sugar manufacturing units also co-generate power, which leads to a substantial reduction in CO2 emissions. Also IBM has been roped in to develop technologies that will make Wave City a Smart City. A control center receives real-time inputs on clean water, energy, public transport, etc. It reduces wastage and consequently the city's carbon footprint.

# WAVE Industries



*For further information  
please contact us:*

*Wave Mega City Center Pvt. Ltd.  
Plot No. 1, Sector 32 & 25A,  
Noida - 201301, Uttar Pradesh*

*Viewing by appointment only.*

*Toll-free number 1800-102-8662*

*[www.wavecitycenter.com](http://www.wavecitycenter.com)*



*Disclaimer: 1 sq mtr. = 10.764 sq ft. 1 acre = 4046.856 sq mtr. The company and the architect reserve absolute right to change/ revise/ delete/ omit any detail, specification, material, design, drawing, layout, finishes, etc. as they deem fit without any notice. The company further reserves absolute rights to withdraw, change, omit, delete, add, revise any terms and conditions at any time without giving any notice. Please refer to latest publications for current information as terms and conditions, design, specifications, etc. may be revised from time to time by the company. All images are artistic impressions and figures mentioned are indicative and are subject to change in the best interests of the developments. The company shall not be responsible for any decision made by the buyer, therefore they are requested to ascertain all the facts at their end before making any decision/ application for allotment/ purchase etc. This publication shall not be construed in any way as a legal offering.*



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