

“MERA”
MAINLAND
MEERUT

ZRICKS.COM

Alpha G:CORP

Expect the finest

Alpha G:Corp Development Private Limited

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Site Office: 70 K.M. Stone, NH - 58 Bypass, Meerut

A partner of
Morgan Stanley

MAINLAND MEERUT

Residences • Multiplex • Retail • Hospitality

Mainland Meerut is a premium mixed-use development spread over approximately 19 acres land parcel located on NH 58 in Meerut, one of the fastest growing cities of northern India. Offering an enviable blend of state-of-the-art residential, multiplex, retail and hospitality development. The project will be built as a superlative landmark with all essentials to deliver a lifestyle at par with the best metropolitan cities of the country. With every new development, Alpha G:Corp has set higher standards in quality, delivery and transparency and Mainland Meerut without doubt will be yet another testimony to deliver a world-class development. Mainland Meerut elevates Meerut city into the league of India's most important boom cities.



Premium Condominium Apartments



Multiplex & Retail Destination



Star Hotel

MAINLAND MEERUT

Residences • Multiplex • Retail • Hospitality

PRIME LOCATION PRESTIGIOUS ADDRESS

Mainland Meerut is located on one of the most important growth corridors of northern India, on the National Highway 58, connecting Delhi to Haridwar. NH 58 is a modern, well-developed highway with flyovers over major intersections leading to smooth, safe and uninterrupted movement of traffic.

Mainland Meerut offers convenient entry and exit to the highway aided by well managed service lanes and over bridges. Within Meerut city, this upcoming development offers unmatched fast and congestion-free connectivity to the city centre.

Distance from important landmarks in Meerut city:

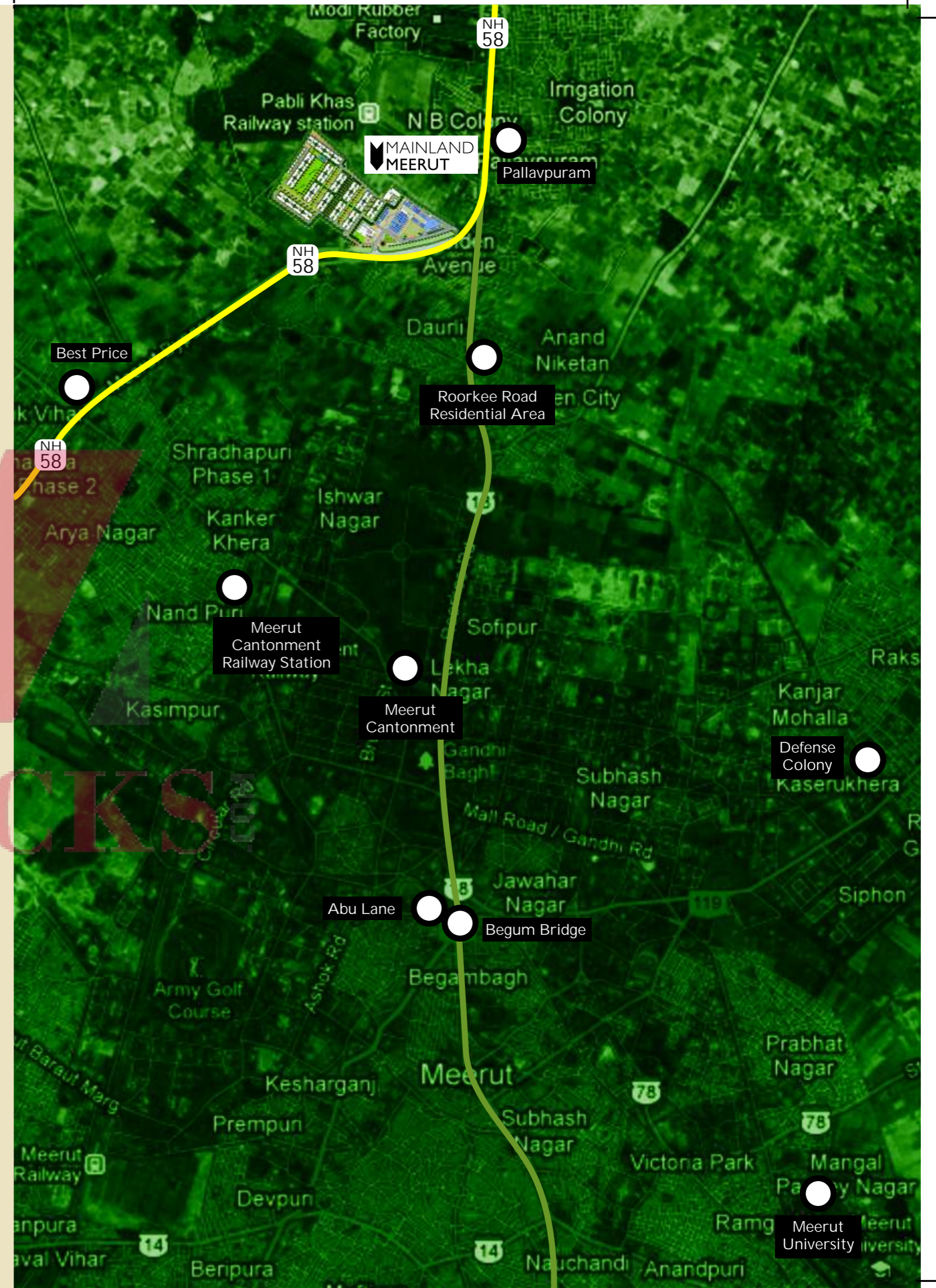
Meerut Cantonment	1.5 KM
Pallavpuram	2 KM
Best Price	3 KM
Begum Bridge	6 KM
Cantonment Railway Station	6 KM
Defense Colony	8 KM
Meerut University	11 KM

City of Meerut:

Meerut is the 63rd fastest growing urban area in the world. Surveys have ranked the city as the 14th fastest developing city in India. A recent report by the U.S. financial services major Morgan Stanley ranked Meerut as 5th on its (Economic) Vibrancy Index, ahead of Delhi and Mumbai. Employment opportunities in Meerut are also at an all-time high. Moreover, the infrastructure of Meerut is developing rapidly with many new projects coming up in and around the city. These developments are spread across all verticals; residential, retail, hotel

and office spaces leading to well-rounded development of the city.

The Delhi-Meerut Expressway, expected to be completed by 2013, will make connectivity to Delhi NCR even more convenient. GAIL (previously known as the Gas Authority of India) is reported to be in the process of establishing a plant in Meerut and Muradnagar to supply piped cooking gas within the city. This project is expected to provide a major economic fillip to this region.



MAINLAND MEERUT

Residences • Multiplex • Retail • Hospitality



ZBRICKS

CLUB

MEERUT ONE
PREMIUM HOMES

★
Star Hotel

SHOPPING
PLAZA

alphaONE
MEERUT

NH 58

*Artistic impression



Meerut's Landmark Address

Presenting



MEERUTONE
PREMIUM HOMES

2 BHK + Study / 3 BHK Apartments & Villas

Alpha G:Corp proudly presents MeerutOne, at NH 58, Meerut. Designed by the globally acclaimed architects, ARCOP, MeerutOne promises to deliver the finest living experience to its residents.

Welcome aboard.

ZRICTA

RESIDENCES

- Unmatched and Uncompromised basic infrastructure, including drainage, sewage, electricity and water supply systems, sewage and water treatment plants and rainwater harvesting
- Low-rise four storied (G+4) towers with elevators for the comfort of residents
- Wide tree-lined roads for safe and well-managed traffic circulation
- Dedicated and well landscaped pedestrian corridors
- Suvidha centres for convenient daily needs shopping
- Earthquake resistant RCC framed structure.
- A state-of-the-art clubhouse nestled in lush green environs with swimming pool and world-class amenities

*Artistic impression

HAPPY LIVING

Happiness comes in from all directions in your apartment at MerrutOne. All the apartments have light and ventilation thoughtfully planned from three sides with windows & balconies overlooking verdant greens or a specially crafted area of activity.

- Tot-Lots for Kids
- Landscaped Courtyards
- Cycling & Jogging Spaces
- Walkways & Paved Seating Areas
- Lawns for Active Sports
- Evergreen Shady Tree Plantation


MEERUT ONE
PREMIUM HOMES

TRICKS

*Artistic impression

INSPIRATIONAL ENVIRONS

At MerrutOne you will discover an omnipresent feeling of peace and optimism. To give your family complete freedom to relish this tranquility, vehicular circulation will be restricted to the periphery with adequate parking spaces planned in the stilts, in between the buildings and along the boundary.

- Entrance Plaza
- Paved Internal Plazas
- Gazebos/Pavilions
- Floral Gardens & Ornamental Trees
- Earth mounds with plantation



PLANNED SPACES

Exclusivity has been achieved by utilizing spaces in between buildings to create visually pleasing vistas for pedestrian movements with hard & soft landscape elements. There are courtyards in all building clusters, which have been purposely planned to act as dynamic zones. The apartments & spaces within them have been designed to give a premium flavor.

MEERUT ONE
PREMIUM HOMES

*Artistic impression



CLUB CLASS LIFESTYLE

A place that has so much to offer, you don't feel the need to venture out of your haven. Revel in the camaraderie of like-minded neighbors. Watch your kids roll on the carpet of landscaped greens, as you sip your coffee in the fresh and inspirational aura. Take your family out on an evening walk through tree-lined paths or just let your hair down and unwind at the exquisite clubhouse. Your list of 'things-to-do-in-style' at MeerutOne is endless.

- Basketball Courts
- Swimming Pool, Badminton Courts
- Gymnasium, Steam & Sauna
- Yoga & Aerobics Room,
- Party Lawn

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Our Existing Brand Associates

SHOPPERS STOP

Cinépolis
INDIA

lifestyle
YOUR STYLE. YOUR STORE.

THE BODY SHOP



promod

Levi's



HIDESIGN
real leather crafted the forgotten way

global desi



SWAROVSKI

Hamleys
EST. LONDON 1790

The Finest Toy Store in the World

BLACKBERRYS
sharp. smooth. sure.

ēthos
SWISS WATCH STUDIOS

GOOD THINGS

curr@nts

STORE99
Smart Value. Smarter Prices

HyperCITY
By store. By savings.

Reliance Trends

INDIAN TERRAIN

JACK & JONES®

UNITED COLORS OF BENETTON.

OVS
ITALIAN FASHION

WOODLAND

FRENCH CONNECTION

FUN CITY

CAFÉ
Coffee Day

TOMMY HILFINGER

KFC
so good™

Trendy Diva
Setting the trend...

fabindia

Calvin Klein Jeans

Satguru
COLLECTIONS

ZRICKS

Meerut's Favorite
Multiplex, Retail &
Entertainment
Destination

Presenting

alphaONE
M E E R U T

Alpha G:Corp proudly presents AlphaOne Meerut. Credited with developing the largest and finest retail developments in Punjab and Gujarat, Alpha G:Corp is now all set to re-create the magic in Meerut.

STATE-OF-THE-ART INFRASTRUCTURE

The best of design compliments the best of functionality at AlphaOne. It is an architectural marvel that will dazzle visitors every time. On each visit, they'll be surprised to come across little things that add to make a big difference. Planned and designed by India's leading architects, there is definitely more to it than meets the eye.

AlphaOne's infrastructure makes it stand apart

- Ample parking both at surface and basement.
- Energy-efficient design system with 100% in-house power backup
- Eco-friendly Air-circulation system with provision of standalone air-conditioning in shops
- Advanced ventilation system in basement parking.
- Superior fire detection and suppression systems
- Sewage treatment plant for proper waste water management

alphaONE
M E E R U T

Finally, a world-class multiplex,
retail and entertainment destination.
AlphaOne Meerut

ZRICKS.COM



*Artistic impression



ARCHITECTURE

AlphaOne features several architectural innovations to maximize consumer delight. Some of the more notable ones include:

- Contemporary elevation and façade.
- Skylight
- Atrium
- Elements in Glass
- Skywalk

Design Features:

- Sophisticated circulation systems, both horizontal and vertical.
- International appeal
- High-end specifications
- State-of-the-art infrastructure
- Advanced seismic-resistant technology
- Sustainable eco-friendly design

Amenities:

AlphaOne is equipped with advanced amenities to ensure customer satisfaction.

- Sophisticated international visitor circulation system with conveniently located escalators and panoramic lifts
- Surface and basement parking facilities for ease of both customers and retailers

Zoning:

- Proper zoning and grouping of brands to make movement within the mall a convenient and pleasing experience.
- Strategically located anchor stores, multiplex and food-court as destination points to attract footfall.





Project showcase

PRESENT PROJECTS:

GurgaonOne, Sector 22, Gurgaon
GurgaonOne, Sector 84, Gurgaon
AlphaOne, Amritsar
AlphaOne, Ahmedabad
Alpha International City, Karnal
Alpha International City, Fatehabad
Alpha International City, Amritsar
Golf View Corporate Towers, Gurgaon

UPCOMING PROJECTS:

Model Industrial Township, Amritsar
Mixed Use Development, Zirakpur near Chandigarh
Integrated Townships at Jaipur and Ludhiana
AlphaOne (Phase-II), Amritsar
Pearl Island, Goa

GurgaonOne, Sector 22

This premium, state-of-the-art eco-friendly habitat is located on the periphery of a 1000 acre permanent green - the largest expanse in all of Gurgaon, on the Old Jaipur - Gurgaon Road in Sector 22. GurgaonOne Sector 22, comprises of 240 exclusive world-class apartments (three and four-bed room), penthouses and independent villas. This is one of the first residential complexes conforming to the National Environment Policy, 2006 and acclaimed for getting sold out even before the excavation of site.

*Actual picture



GurgaonOne, awarded Best Residential Property in Northern Region by CNBC, CRISIL-CREDAI Real Estate Awards, 2010

GurgaonOne, Sector 84

GurgaonOne Sector 84 is emerging as the epicenter of New Gurgaon and is strategically located adjacent to the 150 meter-wide upcoming express-way that will connect Gurgaon to Dwarka and Indira Gandhi International Airport in New Delhi. Coming up in the vicinity of a commercial zone, the project is approximately 2.50 km from the proposed Metro Hub and the Inter State Bus Terminus as planned in the Gurgaon's Master Plan, 2031. This development will comprise of seven independent towers, each over nineteen floors and with combinations of two, three and four bedroom apartments ranging from 1181 to 3194 sq ft. Currently, development is being undertaken in all the seven towers simultaneously at a rapid pace.

WILKINS

AlphaOne, Amritsar

A mixed-use development comprising retail, entertainment and a five-star business hotel, is the largest shopping and entertainment destination in Punjab. The development spreads over 25 acres and is strategically located on the G.T. Road. Undergoing development in two phases of which the first phase spanning over 12 acres is complete, comprising retail and entertainment of over 5,40,000 sq. ft. while a five-star business hotel has been built covering additional area of 2,50,000 sq. ft.



*Actual picture



AlphaOne, Amritsar awarded Best Commercial Property in Northern Region by CNBC, CRISIL-CREDAI Real Estate Awards, 2010



AlphaOne Ahmedabad

More than 7,20,000 sq.ft. of the finest retail experience, AlphaOne Ahmedabad is the largest shopping and entertainment destination of Gujarat. This highly prestigious project is located at Vastrapur, adjacent to the Vastrapur Lake, in the city of Ahmedabad. The mixed-use development comprises of Retail, Entertainment, Hotel and Spa. The total development is close to 1.2 million square feet.

*Actual picture



Alpha International City, Karnal

Alpha International City, Karnal (AICK) is a world-class integrated township, spread across 330 acres. The development of township is currently in Phase II. Phase I of approximately 140 acres is fully developed and habitation is well on its way, having plots handed over to 700 families and several independent units nearing completion. A truly international development, this township is located in HUDA Sector 28 & 29 on the cross roads of two very important highways, the NH 1 (G.T. Road) and the Haryana State Highway 7 (connecting Karnal to Haridwar). AICK contains a potent mix of residential plots, built-up villas along with integrated infrastructure for healthcare, schools, retail/commercial establishments and region's largest club cum community center.

Alpha International City, Fatehabad

Alpha International City, Fatehabad (AICF), is a fully integrated modern township located on NH-10, opposite police lines, adjacent to the upcoming Sectors 3 and 4 of HUDA. The township, spread across an area of approximately 51 acres comprises mainly the plotted development, backed by comprehensive infrastructure and amenities. AICF offers an excellent residential environment with all modern amenities such as healthcare centres, schools, retail & shopping centers, 24x7 water supply, critical power backup, lush green parks and more — all located close at hand within the township. Alpha G:Corp has recently offered possession of plots to customers of AICF and habitation is to begin soon.



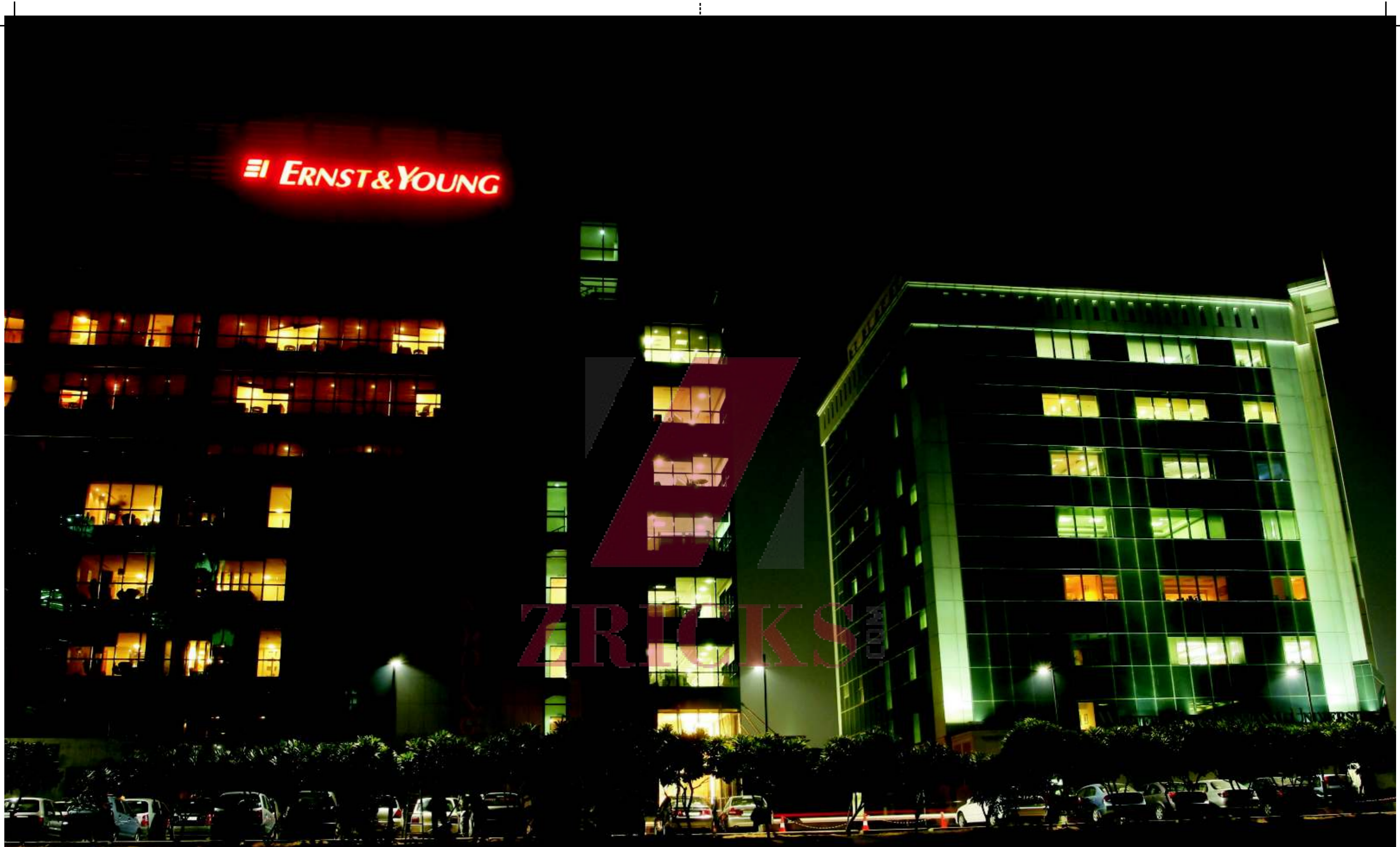
*Actual picture

Alpha International City, Amritsar

Located at the intersection of Amritsar's glorious past and its dazzling future, on NH 1 (G.T. Road). Alpha International City, Amritsar, currently undergoing development in the first phase of approximately 100 acres, is set to redefine the way the city will live, with a futuristic approach to town planning blended with an active tradition of community living.

ZRICK

*Artistic Impression



Golf View Corporate Towers, Gurgaon

The perfect blend of corporate elegance, business efficiency and aesthetic appeal, Golf View Corporate Towers is one of the best located commercial properties in Gurgaon.

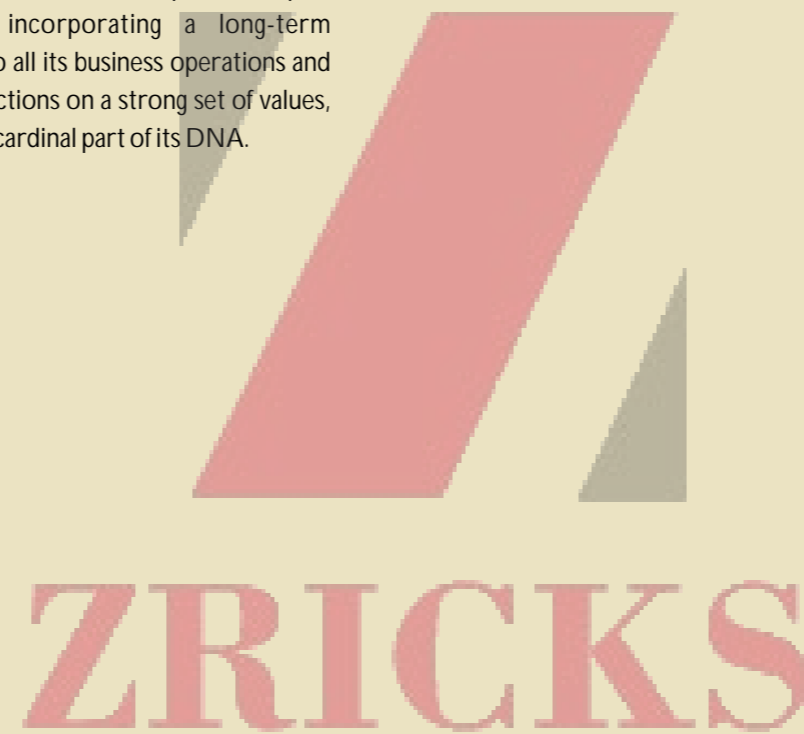
This imposing world-class structure overlooks the breathtakingly verdant DLF Golf Course and stands amidst beautifully landscaped surroundings on a 2.06 acre plot with a 200 feet wide main sector road in front.

*Actual picture

"One of the fastest growing and highly felicitated professional companies in the Indian real estate industry"

In a short span of nine years, Alpha G:Corp has developed into an established brand in delivering comprehensive professional solutions to real estate development across all industry verticals – Residential, Commercial, Retail and Township. Highly respected for its pioneering global best practices, the company is nurtured by a constant emphasis on transparency and reliability, which is the foundation of all its systems and procedures. Their aesthetically driven projects, which range from premium segment group housing to affordable yet contemporary large-scale townships are considered as landmarks in cities across the country. On the retail front, the company has instituted brands such as AlphaOne, which have become common household names. With extensive projects in cities like Delhi NCR, Amritsar, Karnal, Fatehabad, Ahmedabad, Meerut, Goa and Jaipur, the company enjoys a huge footprint with a vision to expand to many other cities. In the near future, Alpha G:Corp plans to extend its developments to other cities in Gujarat, Haryana, Punjab, Rajasthan, Madhya Pradesh and Uttarakhand. The company's business model entails undertaking of projects through Acquisition, Joint Venture Development and Real Estate Asset Management (REAM), a practice it pioneered in India. In this model, the responsibilities of Alpha G:Corp span from sourcing of the land to its final sale/lease

and management of properties, post completion. Driven by its mission of 'Building Values -- Value Buildings', the team at Alpha G:Corp Management Services assumes complete responsibility of property management in accordance with international norms. Whether it is the acquisition of land, the appointment of an architect, the choice of material or the execution of a construction and marketing plan, all processes follow the collective sensibility garnered over decades of experience by the team at Alpha G:Corp. It believes in incorporating a long-term perspective to all its business operations and therefore functions on a strong set of values, which form a cardinal part of its DNA.



Awards and Accolades



AlphaOne, Amritsar awarded best commercial property in Northern Region by CNBC, CRISIL-CREDAI Real Estate Awards, 2010



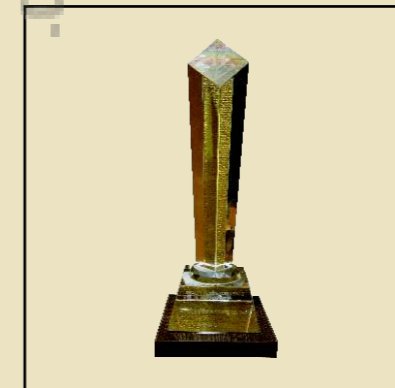
Alpha G:Corp awarded Best Regional Developer North by Zee Business RICS Real Estate Awards, 2011



GurgaonOne, awarded best residential property in Northern Region by CNBC, CRISIL-CREDAI Real Estate Awards, 2010



GurgaonOne awarded Environment Friendly Project of the Year North India by Estate World Awards 2011 in association with Franchise India, ReMax & Bloomberg UTV



Alpha G:Corp Awarded Emerging Developer of the Year Realty Plus Excellence Awards, 2009



AICK Awarded Best Integrated Township of the year 2012 in Real estate award forum by CMO Asia council

“An exclusive offering for a privileged few.”

Visit us at:
www.mainlandmeerut.com

Developed by
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