bharti
Bharti Realty Limited
(A Bharti Enterprise)

EVERY NOW AND THEN, YOU MAKE YOUR MARK ON THE LANDSCAPE OF TIME | WORLDMARK
THE NEW GLOBAL ADDRESS

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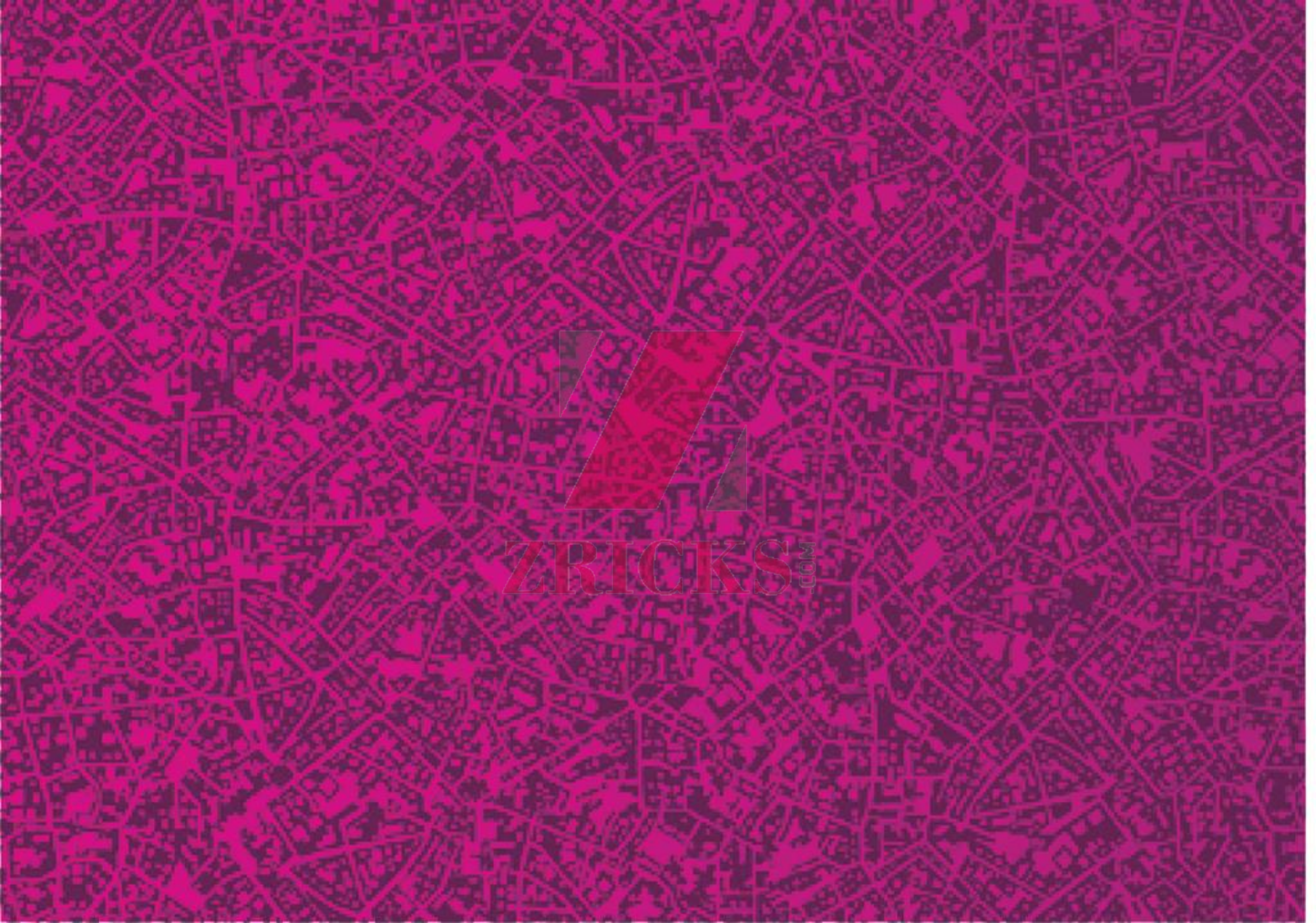
CORPORATE SPACES
LEISURE SPACES



THE NEW GLOBAL ADDRESS OF PROGRESS.

New Delhi, India. It's the new capital of capital. The most preferred global destination for corporate growth and the business of leisure in one of the fastest growing economies of the world. Today, the international airport district of the city is itself emerging as its new Business District. And the only gateway to this dynamic new India is the dynamic new game-changer: a corporate and retail development like never before: 1.5 million square feet of high end corporate offices, shopping, food and entertainment set in the heart of world class hospitality. Powered by cutting edge technology and connectivity. Created by renowned names in the business. And driven by the big idea of changing the rules of the game. A fearless path-breaker, like you. Worldmark.

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PEOPLE WHO MAKE THEIR MARK

BY CHANGING ALL THE RULES

ARE MOST LIKELY TO SEEK PLACES

THAT DO THE SAME.

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THE MARK OF THE PERFECT COORDINATES

LOCATION

Located in the most premium part of the capital: South Delhi

2 mins drive from the Indira Gandhi International Airport, New Delhi

In the heart of the new well planned 62.5 acres of Aerocity

Close to the new upcoming diplomatic area of New Delhi

Proximity to the upscale suburb and cyber hub of Gurgaon

Multimodal connectivity to the airport, NH8/Delhi-Gurgaon Expressway, metro service

Well planned approach roads

YOUR ROADMAP FOR SUCCESS IS READY. SO ARE THE RUNWAYS LEADING TO IT.

In real estate, as in all business, where you are determines where you can reach, what you attain. By that measure, Worldmark, located at the arrival lounge of India and its amazing economic opportunities, is poised to achieve great things. As are each of its potential partners.

But first, the bare facts: Located at a blink-and-you-are-there distance from the Indira Gandhi International Airport, the Aerocity Expressline of the metro service and the NH8 Delhi – Gurgaon Expressway, Worldmark places you right at the cusp of the powerhouse of New Delhi and the buzzing economy of Gurgaon. Creating an unmatched neighbourhood in which corporate houses, financial institutions, retailers and entertainment giants will capitalise on an incredible 60 million potential customers every year. Making Worldmark the one location on earth where business truly becomes a pleasure, and pleasure becomes great business.

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CONNAUGHT PLACE
Ring Road
Shivaji Road
Janpath
NH-8
DWARKA
Road No. 201
CHANAKYA PURI
Mathura Road
Rao Tula Ram Marg
BIKAJI CAMA PLACE
VASANT VIHAR
INDIRA GANDHI
INTERNATIONAL AIRPORT
WORLDMARK
GREATER KAILASH I
BHARTI CRESCENT
Link Road
Mehrauli Najafgarh Road
MAHIPALPUR
NEHRU PLACE
VASANT KUNJ
Aruna Asaf Ali Marg
Mehrauli Badarpur Road
SAKET
NH-8
CYBER CITY, GURGAON
Mehrauli Gurgaon Road
AIRTEL CENTRE

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HOTEL

Only commercial and retail space in Delhi's new premium hospitality district

5500 luxury room keys

Unmatched banquet facilities

5000 seat convention centre

Neighbourhood consisting exclusively of the Grand Hyatt, Novotel Pullman, MGM Grand, JW Marriot, Pride Hotels, Central Plaza, Lemon Tree, IBIS, Dusit Thani, Intercontinental, Park Hyatt and Conrad Hotels

NEIGHBOURHOOD

BUSINESS ZONE. LEISURE ZONE. RETAIL ZONE. ENTERTAINMENT ZONE. COMFORT ZONE.

Whether you are a transnational corporate enterprise or a leader in the world of retail, don't you wish your working and business environment could be set amid beautifully planned, built and landscaped surroundings, neighbouring luxurious facilities, banquet halls, convention centres and speciality restaurants? Welcome to Worldmark.

The only corporate cum leisure address in the high end hospitality district of Aerocity in New Delhi comprising the crème of 5 star luxury hotel chains of the world and 4 star business hotels. The only destination which can offer you such an elite clientele, right in its neighbourhood. The perfect location from where your business is certain to go places.

WORLDMARK HOSPITALITY

METRO

FUTURE DEVELOPMENT

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THOSE WHO LEAD INEVITABLY

RECOGNISE THE BEST VANTAGE

POINT FROM WHERE TO MAKE

THEIR MOVES.

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DESIGN

Principal Architect: Kohn Pederson Fox - winner of many coveted real estate awards and designers of developments like Shanghai World Financial Centre, One Central Macau, International Commerce Centre Hong Kong, Abu Dhabi International Airport, Marina Bay Financial Centre Singapore, etc.

Retail Architect: Benoy - winner of many coveted real estate awards and designers of developments like Bluewater – UK, ION Orchard Singapore, China World Trade Centre, Beijing, Shanghai ICC, Ferrari World Abu Dhabi, UAE

Local Architect: RKA

Landscape architect: Name to come

Developer: Bharti Realty

1.5 MILLION SQUARE FEET.
EXQUISITELY DESIGNED, BY THE INCH.

What does it take to create an amazingly efficient, beautiful and welcoming meeting point of business and leisure, power and play, beauty and environmental responsibility? Courage, imagination, technology and a whole lot of commitment from some of the most respected, most awarded names in the business. Conceived of as a unique trinity of towers, Worldmark comes together with the power of three: A stunning external presence, immaculately planned interiors and well-thought out interlinking spaces. Complementing maximised efficiency of built up space with generous expanses of beautifully landscaped and designed as pedestrian-only zones. Combining flexible internal spaces awash with natural light with technology that is immersed at all levels. Creating three towers of well-demarcated, well-zoned spaces for corporate use, high end retail, food and entertainment to offer a vibrant and self-sufficient environment for the most demanding clientele. Setting an extraordinary standard even before completion by proposing to be India's first LEED Platinum rated retail space. Evidently, there is no space for the ordinary at Worldmark.

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Total gross leasable area: 1.5 mill sq ft
High end corporate spaces: 1.1 mill sq ft
Retail spaces: 0.4 mill sq ft
Tower height: 26 m
Retail Spaces: Lower Ground, Ground + First Floor
Corporate Spaces: Second Floor and Sixth Floor

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PAVILLIONS

SHADED PLAZAS

FOUNTAINS

WATER BODIES

LANDSCAPING

INTERACTIVE SPACES

PUBLIC ART

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Grade A+ architectural engineered spaces

Contemporary, intelligent, state of the art facility

Space efficiency, unmatched in the market

Spectacular views from all floors

Large, open plate plan for office and retail

Maximised shop and office frontages

Powered with immersive technology and wi-fi zones

World class landscaping creates a seamless flow within the development

THE MARK OF DESIGN EXCELLENCE

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THOSE WHO THE WORLD

BANK UPON, KNOW WHERE

THE SECRETS OF GREATER

SUCCESS WILL BE UNLOCKED.

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FACILITIES

WELL PLANNED FEATURES.
WELL EXECUTED.

100% guarantee on power grid, roads and traffic managed maintained by Delhi International Airport Limited (DIAL)

High speed elevators

High end interiors / finishes for common areas

Ample automated multi-floor, multi-tiered parking: 3000 cars

Amphitheatre for events

Auditorium

Wellness rooms

State of the art banquet facilities

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World class business club with spa, private dining rooms, bar and lounge

Provision for a day care/crèche

Provision for a world class gym

Fully automated media conference rooms

World class food court, the largest in the National Capital Region

TECHNOLOGY

BUILDING WITH INTELLIGENCE. INTELLIGENCE BUILT IN.

Worldmark does more than fulfil the needs of its elite retail and corporate clientele. Much more, in fact. Because Worldmark is the first development in India, and certainly one of the select few in the world that integrates technological intelligence into the buildings. Offering clients the power of exceptional connectivity and the pleasure of inhabiting an immersive interactive, computer-created 'world' which incorporates site specific lighting and sound installations, responsive/sensor technologies, and informational content that enhance the spatial and behavioural experience of being at Worldmark.

Clients will belong to a virtual community whose members connect with each other using handheld technological devices. e.g. as a user group for a club of tenants. Privileged and Priority membership will grant different levels of access to information, on-site amenities including promotions, festivals, etc. These location-specific wireless technologies will also allow users to view conferences remotely, adjust environmental controls and way-find on campus/building. In addition, Personalised Response systems will be set in place for the convenience of clients. Intelligence beyond expectations indeed.

- Wi-fi enabling powered by technological giant, Bharti Airtel
- Integrated energy management, fire protection, security and surveillance systems
- Sophisticated under vehicle scanning system
- Automatic vehicle identification (AVI), vehicle message signs (VMS)
- Automated traffic lights
- PIR sensors
- LED matrix display to show filled/vacant parking slots
- Video motion detection
- RFID active transponders- compact tags
- Long range interrogators- transit readers
- Additional smart card reader in absence of compact tags
- Explosive detection system
- Tire busters bollards
- Power fencing
- Access control mechanism at fire exits with panic bar alarm system
- Building Management Systems monitorable and controllable from remote location

- Fluorescent lamp matrix
- Interactive mood wall
- New media digital art works that enhance the aesthetic experience

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Best in class facility management

Intelligent video concierge system

Virtual community and personalised responses via email

Wi-fi connectivity enables virtual offices

Automated visitor's management systems

Virtual community

Search contacts and share data

Loyalty programme for shoppers

Guest relation programme

Directional navigation tools

Digital events calendar

Data mining of shoppers

Maintenance Reports

FAQs / Help

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THE MARK OF COMMITMENT TO THE EARTH

- LEED Platinum rating
- Proposed to be India's only Platinum rated retail facility
- Reduction of waste, pollution and environmental degradation
- Energy consumption reduced by at least 15%
- Increased fresh air ventilation by 30%
- Very low VOC (Volatile organic compound), paints and adhesives
- Minimal breakdowns due to enhanced commissioning of equipment
- Planned water harvesting and recycling
- Cleaner business and retail environment

GREEN FEATURES

MANY ECO FRIENDLY MEASURES.
ONE OBJECTIVE: SAVING THE EARTH.

What is the mark of a truly world class facility today?

The commitment to complement the best technology, design and planning with a deep concern for the future. Which is exactly what Worldmark does. With earth friendly design, meticulous planning, and smart use of technology and low-consumption materials, Worldmark will ensure that it minimises its own carbon footprint. And of course, yours.

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WHEN YOU HAVE REWRITTEN

THE A-Z OF ACHIEVEMENT,

YOU CHOOSE PARTNERS WHO HAVE

SCRIPTED A SIMILAR STORY.

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Existing portfolio of 3 million sq ft

Portfolio ready to stand at approx. 5 million sq ft by end 2012

Capitalising on the approx $15 billion real estate development market in India

BHARTI REALTY

CHANGING THE LANDSCAPE OF BUSINESS AND LEISURE. CHANGING THE LANDSCAPE OF REALTY.

Working with the best names in planning, architecture and construction, tapping the best global resources and empowering every operation with the talents and experience of its in-house team, Bharti Realty is today changing the landscape of the real estate industry in India. With signature buildings, guaranteed on-time deliveries, the use of only the best materials and resources, best in class management of all facilities and an adherence to the highest international business practices. In the investment-intensive business of real estate, Bharti Realty draws upon the financial solidity of one of India's leading business groups and the trust earned from millions of people in its various areas of business.

Few realty companies can claim to match the technological edge of Bharti Realty. Drawing on the power and reach of Bharti Airtel, India's leading telecom company, and other group companies in the area of telecom infrastructure, software operations, the manufacturing and distribution of communication and media devices, every project of Bharti Realty is equipped and maintained by the best in the business. Today, the Worldmark project marks a new phase of growth and dynamism of the company. And sets a new benchmark for corporate and leisure destinations, worldwide.

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AIRTEL CENTRE GURGAON

REWARDS & RECOGNITION

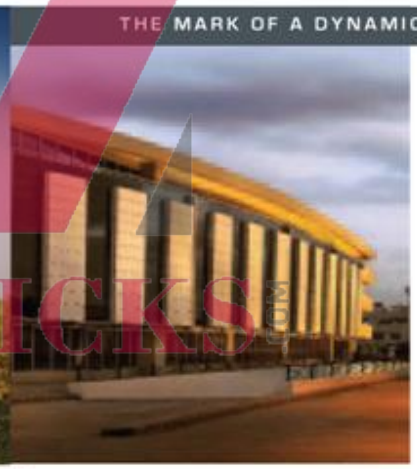
FIABCI PRIX d'EXCELLENCE AWARD 2011
Bharti Realty Ltd project has won (runners up in office category) FIABCI PRIX d'EXCELLENCE AWARD 2011 for Bharti Crescent - Headquarters of Bharti Enterprises at Vasant Kunj, New Delhi. FIABCI is the French acronym for 'Federation Internationale des Administrateurs de Bien-Conselis Immobiliers', which means 'The International Real Estate Federation'. This award is recognized as the most prestigious global real estate award and is considered as 'OSCARS' of the Real Estate industry.

CNBC AWAAZ CRISIL CREDAI REAL ESTATE AWARD 2010
Bharti Realty Ltd has been accredited as the winner of CNBC AWAAZ CRISIL CREDAI REAL ESTATE AWARD 2010 (North India) for their development - Bharti Crescent at New Delhi. CNBC Awaaz CRISIL CREDAI Real Estate Awards are India's most distinguished awards for excellence in the Real Estate sector.

THE MARK OF A DYNAMIC VISION

QUANTUM POINT
GURGAON

BHARTI CRESCENT
VASANT KUNJ, NEW DELHI



SIGMA CENTRE
GURGAON

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- Envisions to be among the top 3 most admired real estate companies
- Special emphasis on GREEN developments
- Focus on high end corporate office/IT-ITES spaces in CBD micro markets across metros
- Premium retail projects in Tier 1 and Tier 2 cities
- High end premium residential projects in Delhi-NCR, Mumbai and Bangalore
- Experienced and dynamic professionals at every level
- Impressive profile of associates, consultants and partners

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MARK UP YOUR LEADERSHIP QUOTIENT | WORLDMARK

THE NEW GLOBAL ADDRESS

CORPORATE SPACES

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DISEMBARK AT THE INTERNATIONAL RUNWAY. ENTER THE CORRIDORS OF POWER.

When you arrive at Worldmark within minutes of landing at the Indira Gandhi International Airport in New Delhi, you arrive at much more than a world class business facility at a uniquely strategic location. You enter a world class business environment inhabited solely by the game changers of global business, like you: Fortune 500 companies and leading transnational corporations. A constellation of stars rarely seen in a single location. An elite corporate club that will come together only at Worldmark. Set in the heart of the city's emerging high end hospitality district, Worldmark is where corporate spaces are perfectly complemented with high end retail, food and entertainment facilities. Where the intelligence of your team has the backing of the technological intelligence of the buildings and design. And where your operations are soundly supported by the impeccable reputation and management that only Bharti Realty can promise. After all, there's only one you. And there's only one Worldmark.

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SPACE TO WORK. SPACE TO GROW. (NO SPACE FOR THE COMPETITION.)

At Worldmark, corporate spaces are rich with possibility.

For your team to interact with vibrancy, to strategise, deliberate and confer in collectives, and to work in privacy. Because every workspace at Worldmark has been designed as an open plan, scalable office that you can customise to your requirements.

For today, and tomorrow.

Gross Leasable Office Area (approx)
Worldmark 1 3,97,870 sq ft
Worldmark 2 3,05,090 sq ft
Worldmark 3 2,84,620 sq ft

1.1 mn sq ft of high end corporate spaces

Open plan, scalable offices

2500 sq ft - 40000 sq ft (approx) on a single floor

High space efficiency

Terrace garden and landscaped roof top

Proposed LEED Platinum rating

Ample natural light, spectacular views

Dedicated entry and exit for offices

Double insulated glass

High speed elevators

24 hr CCTV security surveillance

Best in class fire detection system

Uninterrupted power supply

Water features and pedestrian walkways

Ample waiting area at reception for guests

High end specifications in the common areas

Multi level, automated parking for approximately 3000 cars

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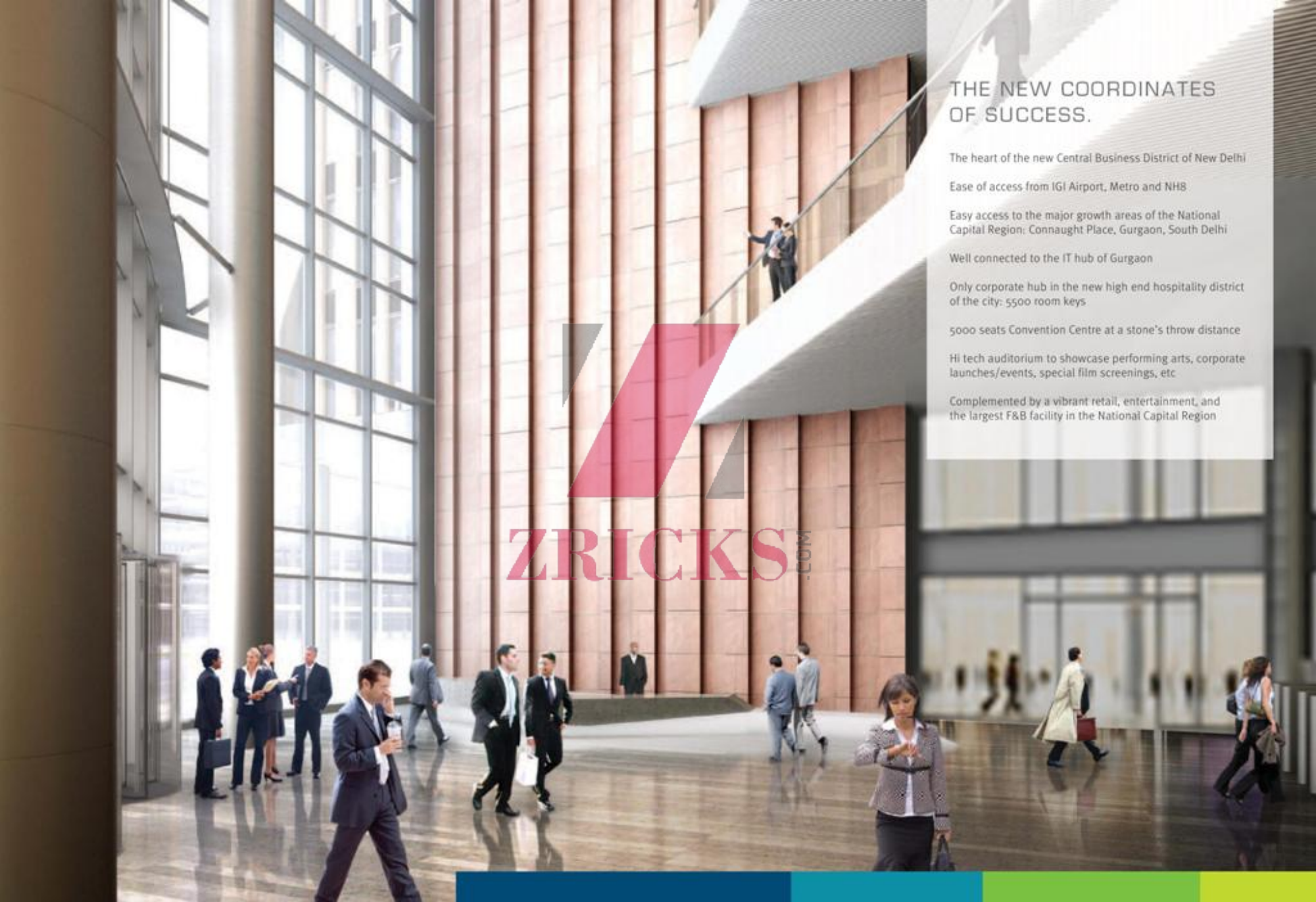
THE NEW COORDINATES OF SUCCESS.
The heart of the new Central Business District of New Delhi
Ease of access from IGI Airport, Metro and NH8
Easy access to the major growth areas of the National Capital Region: Connaught Place, Gurgaon, South Delhi
Well connected to the IT hub of Gurgaon
Only corporate hub in the new high end hospitality district of the city: 5500 room keys
5000 seats Convention Centre at a stone's throw distance
Hi tech auditorium to showcase performing arts, corporate launches/events, special film screenings, etc
Complemented by a vibrant retail, entertainment, and the largest F&B facility in the National Capital Region

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WORLD CLASS SERVICES. AT YOUR SERVICE.

- Provision for a luxury Business Club
- Provision for a premium Business Centre
- Excellent 3 tier security measures
- Provision for a best in class gym
- Wellness rooms
- Provision for a day care/crèche
- Personalised valet services
- Dedicated concierge services
- Unparalleled facility management services
- Virtual Community on mobile for all employees
- State of the art technology and connectivity

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TYPICAL FLOOR PLANS

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The company makes no representation regarding the accuracy or completeness
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www.gogetachowfactdesign.com

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MARK UP YOUR BRAND VALUE | WORLDMARK

THE NEW GLOBAL ADDRESS

LEISURE SPACES

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AT THE MOST PREMIUM DESTINATION IN NEW DELHI, THE WORLD BECOMES YOUR STAGE.

The most affluent localities, within easy reach
Catchment Area Population: 2,806,274
Captive Audience within Aerocity: 30,000
Hotel Room Keys within Aerocity: 5,500

When you're set for the great global takeover, arrive at Worldmark in New Delhi, India. The only global address of leisure and retail in one of the fastest growing economies of the world, with an unmatched boom in high end retail products and services. Minutes away from the Indira Gandhi International Airport, and a short drive from the premium residential developments of South Delhi and Gurgaon, this is the perfect showcase for the world's leading brands, an unmatched business opportunity, the ultimate retail destination of the new world. Worldmark.

Premium retail spaces showcasing leading international brands. World class F & B and entertainment. World cuisine at the largest food court in Delhi. Iconic and experiential stores. Luxury & Iconic brands that have yet to make their mark in India. Indian ethnic stores. Designed as a well-planned, well-zoned retail and leisure destination, Worldmark will capitalise on its catchment area of premium affluent neighbouring localities like Vasant Kunj, Vasant Vihar, Greater Kailash, South Extension, Shanti Niketan, Westend, Panchsheel Park and Gurgaon. As the only retail and leisure hub in the hospitality district of Aerocity, it will also exclusively cater to its discerning clientèle. Can any other single destination offer you such a fantastic location, or indeed such high footfall? After all, there's only one you. And there's only one Worldmark.

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THE PERFECT SPACE.
THE PERFECT SHOWCASE.

When you are presenting some of the world's most premium products, can the showcase we offer you be any less exquisite? At Worldmark, retail spaces are spread across three floors in each of the buildings, and zoned to maximise footfall tailor-made for each retail segment: high end luxury, premium brands, leading flagship and experiential stores, the bustling bazaar and global food village. The design of retail spaces optimises street level visibility and beckons visitors in with large shop frontages, well planned resting spaces and carefully detailed amenities. Features that will come together to create an irresistible retail and entertainment destination designed to draw premium clientèle from both, within Aerocity as well as the affluent localities near Worldmark. Quite simply, no other retail space can offer such a business opportunity. Because there's no other like Worldmark.

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Purely on lease model

0.44 mn sq ft (approx) of high end retail space

The biggest food village in Delhi-National Capital Region

Only retail hub in the new high end hospitality district of the city with 5500 room keys

5000 seat Convention Centre at your doorstep

30,000 additional clientèle estimated among employees of Aerocity

23 million potential customers p.a who travel to the Delhi Airport

2.8 million residents of affluent localities of South and South West Delhi

Well zoned retail including world class F&B, iconic and experiential stores, luxury brands, Indian ethnic stores, leading to higher conversion rate

Theatre/Auditorium etc further enrich the retail experience

Well demarcated spaces for art exhibitions

Proposed to be India's only LEED Platinum retail space

Gross Leasable Leisure Area (approx)
Worldmark 1 2,03,870 sq ft
Worldmark 2 1,19,690 sq ft
Worldmark 3 1,12,610 sq ft

India Handicraft Emporium
House of Ishstwam

Multi level, automated parking for approximately 3000 cars

Typical shop aspect ratios of 1:3 - 1:4

Large column grid spacing for optimal space utilisation

Increased ceiling height for enhanced natural light

Great frontages and signage opportunities leading to enhanced visibility

Vibrant mix of high street retail and enclosed mall environment

Road level interactive retail and leisure spaces

Global food village with at least 35-40 fine dining restaurants/ bars/pubs/night clubs

Open areas for cultural events

Music in common areas

Amphitheatre

Wi-fi zones

Buzzing retail areas with regular events/festivals managed by leading event management companies for best in class events, long duration festivals, cultural events, etc

High tech auditorium for performing arts, corporate launches/ events, film screenings and festivities

Interactive and immersive technology like Sound Poles, Colonnade Soffit, etc.

High-end specification in the common areas

Loyalty Programme for frequent shoppers

Excellent 3 tier security measures

Handicapped friendly building

Shuttle bus service from hotels

Valet parking

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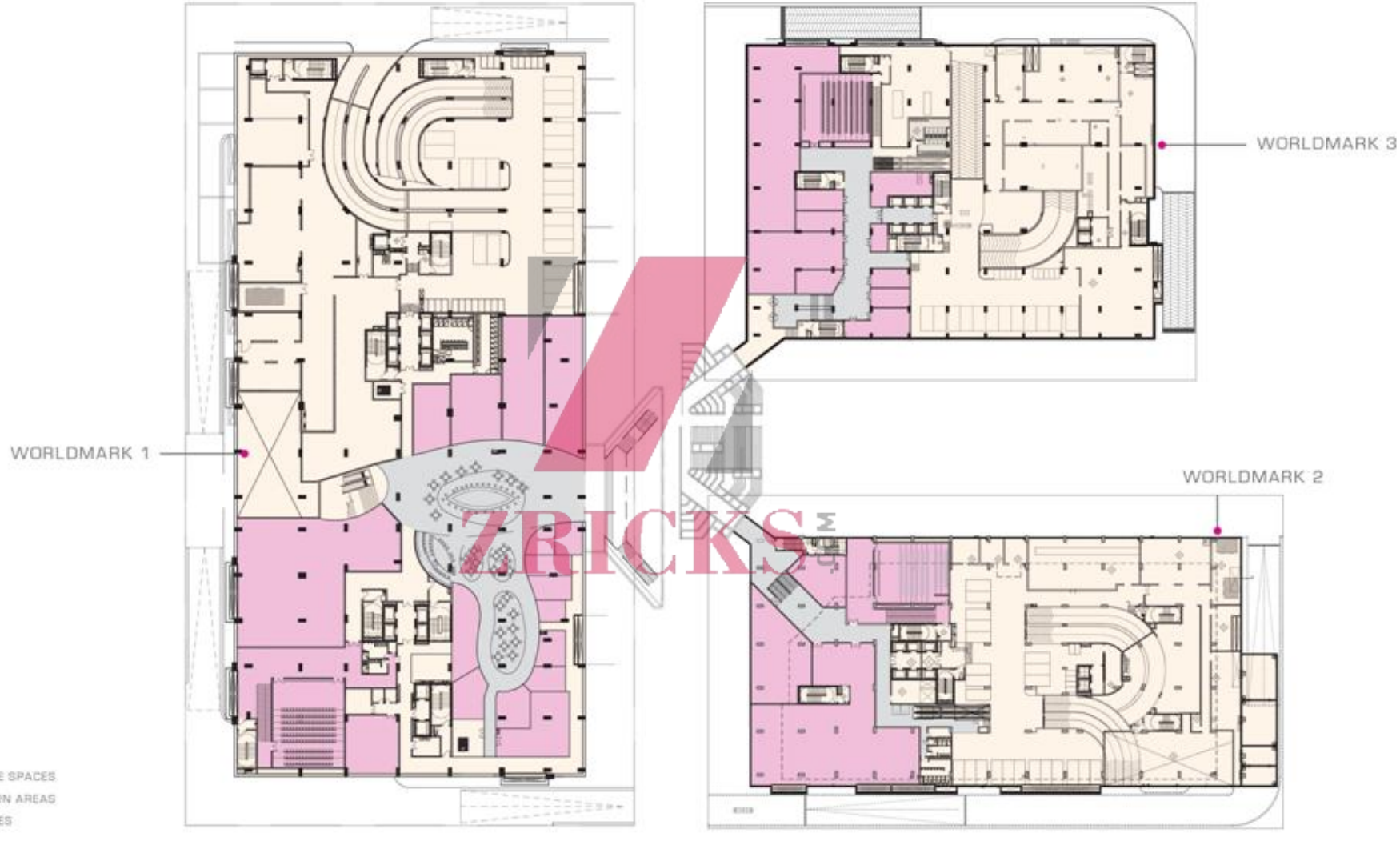
TYPICAL FLOOR PLANS - LOWER GROUND FLOOR



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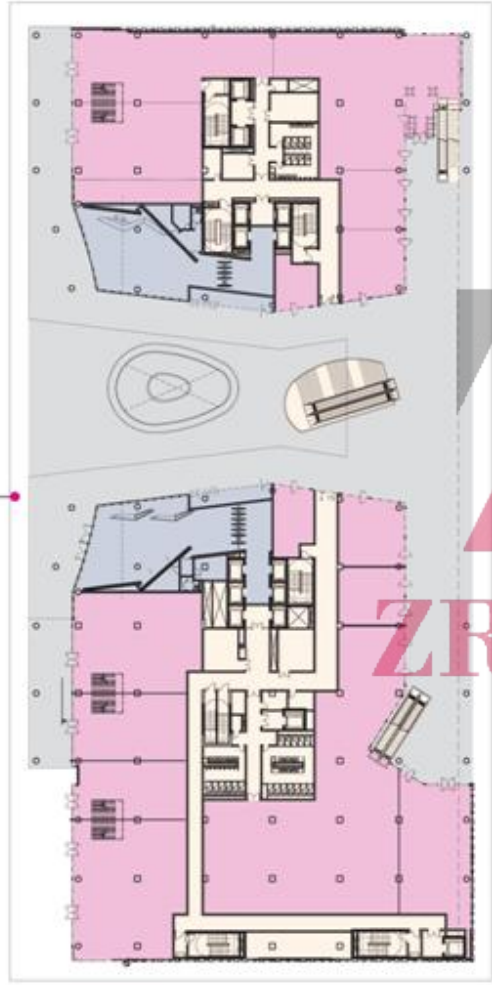
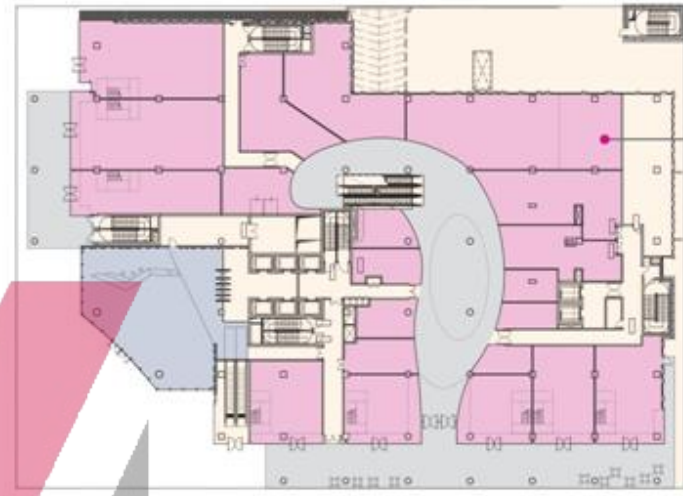
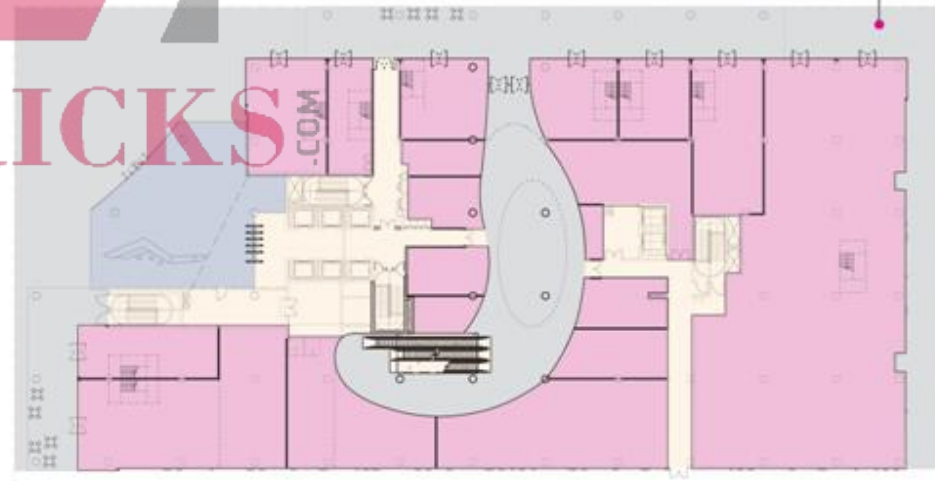
TYPICAL FLOOR PLANS - GROUND FLOOR



WORLDMARK 1



WORLDMARK 3



WORLDMARK 2

LEISURE SPACES
COMMON AREAS
SERVICES

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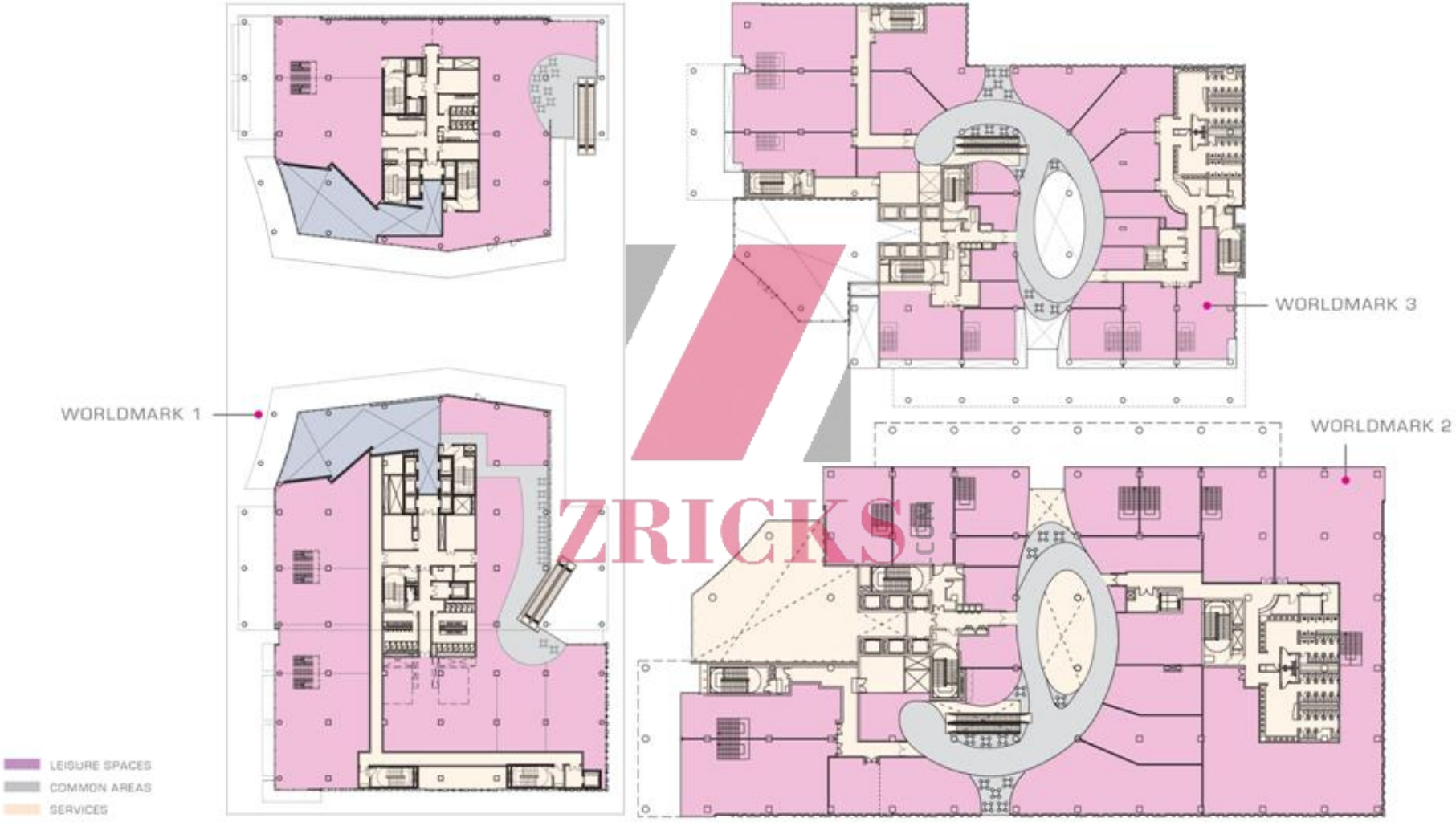
TYPICAL FLOOR PLANS - FIRST FLOOR



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