

AlphaLife

Newsletter | December 2011

Alpha G:Corp Witnesses an Year of Industry Accolades

GOLF VIEW CORPORATE TOWERS, GURGAON

Developed by Alpha G:Corp, this prime office space houses the company's corporate office



From the MD's desk

Dear Reader:

Eight years ago, when Alpha G:Corp first set course towards making a difference in the real estate industry, many people who saw our developments were curious to know the real reasons behind our focus towards timely delivery and customer satisfaction. "How does Alpha G:Corp demonstrate fast-paced growth without losing sight of maintaining quality standards?", they would ask.

In many ways the answer to that question lies close to the genesis of Alpha G:Corp. It was clear to us from the beginning that long-term asset development came from demonstrating through, action a commitment to timely and quality delivery. Our globally proven business model – REAM (Real Estate Asset Management), gives the investor and end-user complete value for his investment into our developments by ensuring that his hard earned money is dedicated to the development of the property he invested in.

Today, with projects spanning more than 40 million square feet, and driven by its core values of transparency and integrity, Alpha G:Corp is set for exponential growth across all asset-classes – townships, group housing, retail and commercial. We are planning projects worth ₹ 5000 crore in the next five years across northern India. While GurgaonOne, Sector 84 and the second phase of Alpha International City, Karnal have met with tremendous success, Alpha International City, Fatehabad is fast nearing completion. Needless to say that the faith of our associates and partners in us has been the single-most important driver to this growth.

The present issue of Alpha Life captures in words and images this growth and gives you an overview of the company's expansion plans in the years ahead. I hope that this edition of Alpha Life can bring you a little closer to the way we add value to the lives of our customers.

On behalf of Alpha G:Corp, I wish you a Merry Christmas and a Happy New Year .

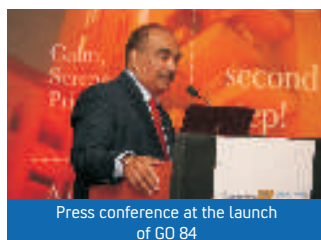
Your's Aye,

Col. R.S. (PICKLES) Sodhi
Managing Director

Launch Pad



Seven premium towers to face 6 acres of uninterrupted greens at GO 84



Press conference at the launch of GO 84

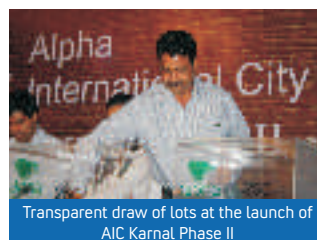
2011: Alpha G:Corp scripts multiple successful launches



Management at a press conference in Chandigarh at the launch of AIC Karnal Phase II



Associates conference during launch of AIC Amritsar



Transparent draw of lots at the launch of AIC Karnal Phase II



Puja Ceremony at the soft launch of AlphaOne Ahmedabad

Of Growth, Innovations and Values



GurgaonOne, awarded Best Residential Property in Northern Region by CNBC Awaaz 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 Best Regional Developer (North) by Zee Business RICS Real Estate Awards, 2011



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

Real Estate is not an easy business, some say. Not us. But why? The answer is not hard to find. As they say, it is not 'what you do' but 'how you do it' that matters. It is the 'How' that has made all the difference.

At a time when the industry landscape is tarred with mistrust toward developers, Alpha G:Corp in its own way, has shown that unremitting attention to values and innovation can change market performance radically.

Our ongoing residential projects in Karnal and Gurgaon, namely, Alpha International City, Karnal-Phase II and GurgaonOne, Sector 84 have made a record of sorts, selling out completely within days of offering. GurgaonOne Sector 84, a sequel to GurgaonOne in Sector 22, which was adjudged the Best Residential Development in Northern India by CRISIL-CREDAI, is the result of heightened demand by our patrons, who after having experienced the quality of living space offered by GurgaonOne Sector 22, wanted an encore.

This confidence only underscores the fact that it is the focus on quality which makes all the difference. This unflinching emphasis strengthens our relationship with the end users who have invested in Alpha G:Corp's projects.

Being managed by professionals, the company's Real Estate Asset Management (REAM) model makes sure that the land deals and developments being undertaken are completely free of discrepancies. Our ultimate objective is and always will be to meet the aspirations of customers and patrons who would like to build their homes in Alpha G:Corp's developments.



Mr. S.K. Sayal, Director & CEO, with awardees at the CNBC, CRISIL-CREDAI Real Estate Awards, 2010 in Singapore



Hon'ble minister for Urban Development Mr. Karnal Nath conferring the award to Mr. S.K. Sayal

Alpha International City Karnal


Alpha International City, Karnal, strategically located on the G.T. road is one of the best investments north of Delhi owing to the unbeatable infrastructure, connectivity via a national and a state highway and its proximity to Karnal city.

- Phase I development complete. Possession offered in May 2010 after receiving completion certificate
- Early Bird Habitation Scheme launched. Construction of bungalows started
- Phase II comprising 85 acres launched at ₹ 18000 per sq. yd. Select plots available in 250, 360 and 500 sq. yd.
- Demarcation of plots in Phase II completed
- Housing Board starts construction of houses on 106 plots (E.W.S) at AIC Karnal
- 28 villas close to completion in Phase I
- Alpha Facility hired to provide superlative Facility Management services at AIC Karnal
- State Highway 7 (Indri road) adjoining AIC Karnal is being widened to four lanes
- Plots offered to Economically Weaker Sections via a transparent public draw of lots in the presence of Senior Town Planner, Panchkula
- Foundation of Shiv Shanti temple laid

Alpha International City, Karnal is an integrated township located in Sectors 28 and 29 of Karnal City, abutting National Highway 1 and the State Highway 7 to Yamunanagar. The township, spread across more than 300 acres, is one of the first world-class developments in the fast developing city of Karnal.

In the first phase comprising 141 acres, over a thousand plots of various sizes have been handed over. 85 acres of development in the second phase, closely integrated to the first phase was launched via a public draw of lots held earlier this year.

THERE IS MORE TO INVESTMENT AT ALPHA
Book a plot and get complementary lifetime membership of Alpha Center worth ₹ 1,25,000/-*



A state-of-the-art community club spread over an area of 41,000 sq. ft. situated in the heart of AIC Karnal. Construction in finishing stage



* Limited period scheme. Conditions apply

GurgaonOne Sector 84

Gurgaon, the second largest city of Haryana is the industrial and financial center of the state. Over the past 25 years the city has undergone rapid development and construction as a large number of multinational companies have set up base here. Major infrastructure projects such as the northern peripheral road (Dwarka-Manesar expressway) are underway and an integrated metro and modern bus-terminus are also planned. These projects are set to give further impetus to Gurgaon's recognition as the Millennium City.

GurgaonOne Sector 84, adjoining the northern peripheral expressway which is slated to be the widest in the country will directly benefit from the aforementioned infrastructure developments.

- Phase I & II of project sold-off after a fervent customer response. Phase III, comprising of select apartments in premium towers to be launched by the end of this year
- Excavation work at site in progress
- Appointment of civil contractor in final stages
- Loan facility available from HDFC, India Bulls, DHFL, ICICI, and Deutsche Bank
- Current site approach road (Khirki Dhaula road) relaid
- Dwarka Expressway corridor construction progressing fast

GurgaonOne, Sector 84, the sequel project to the famed GurgaonOne in Sector 22, is coming up in the heart of new Gurgaon, a few minutes away from the National Highway 8 and adjoining what will be the country's largest expressway connecting Gurgaon to Dwarka and the Indira Gandhi International airport. Designed by renowned architects ARCOP, the project emphasizes the virtues of convenient and thoughtful design, construction quality, big open spaces, user-friendly amenities and an excellent location.



Club Class recreational and health facilities to augment your lifestyle



Excavation work being carried out at GO 84



Structural work of shopping arcade in progress



An aerial rendition of the project

Alpha International City Fatehabad

Fatehabad's strategic location as the gateway to Punjab and Rajasthan and the upcoming nuclear power project earmarked for the district will have a definite long-term impact on the property market in and around the town.

- Development work completed. Possession and permission for construction of houses to be offered soon
- Civic infrastructure including sewage treatment plant, underground water tank, electricity sub-stations, parks etc in place
- Public announcement of plots via public draw for Economically Weaker Sections made. Draw to be held shortly
- Painting competition to celebrate Children's Day held at AIC Fatehabad



A view of Park 1 in Pocket 3 at AIC Fatehabad

Alpha International City, Fatehabad is an integrated township comprising plotted and institutional development spread across an area of 51 acres.

The site is strategically located on National Highway 10 connecting Delhi and Punjab, in the pristine Sector 4 of Fatehabad city. Carefully designed and planned as a self-contained township backed by comprehensive infrastructure, the township shall provide a host of amenities including state-of-the-art healthcare facilities, well-equipped schools and a retail center to give its residents the best of contemporary urban living in the heart of Fatehabad. The plot sizes at the township are 290, 360, 500 and 970 sq. yd.

Midway between Hisar and Sirsa, Fatehabad is an important town of the district by the same name in the state of Haryana.

A prominent center of agro-marketing in India, more than five regulated markets exist in Fatehabad, driven by the availability of large and well-equipped granaries. District Fatehabad also falls part of India's ambitions to provide energy security to a fast-growing nation as it may offer the site for a large nuclear power plant.



City ready for possession

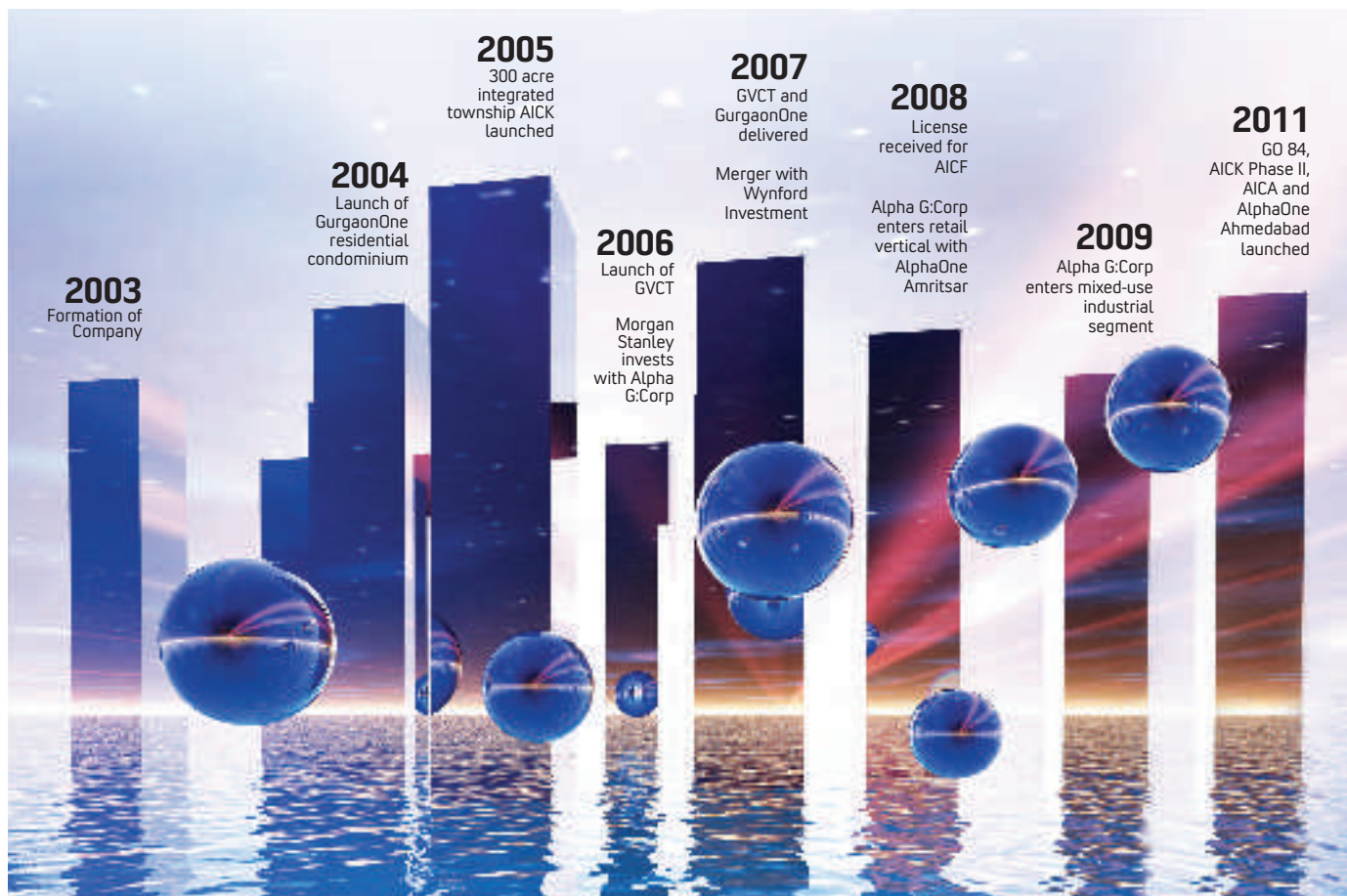


Secured entrance to AIC Fatehabad



Wide and well planned roads at AIC Fatehabad

Timeline of our Triumphs



"I can't believe something good can happen in the lives of poor people."



E.W.S. allottee Manju Bala in discussion with Senior Town Planner, Panchkula, Mr. V.K. Goyal

I'm on cloud nine since the draw was held. I can't believe something good can happen in the lives of poor people. Now, I'm waiting to hold the allotment letter in my hand," Manju Bala was quoted by a leading english daily after she was allotted an E.W.S (Economically Weaker Sections) plot in Alpha International City, Karnal (AICK). In September 2010, Alpha G:Corp scripted history by being one of the first developers in Karnal to offer E.W.S plots via a fully transparent public draw at AICK, the company's flagship integrated township. The winners include daily wagers, labourers, tailors and domestic helpers with low incomes who will be provided these plots at a subsidized rate of ₹ 600 per sq m.

Alpha Life is an attempt to strengthen bonds with our patrons who have trusted us to build their homes. Do let us know your views at feedback@alphagcorp.com. We are listening.

Alpha G-CORP

Expect the finest

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