

AN EXCLUSIVE INVESTMENT OPPORTUNITY FOR FAMILY & FRIENDS

Expected Return on Investment for a plot at
Alpha International City, Karnal



What makes this investment distinct?

- Expected substantial gains on only 20% initial investment
- No EMIs for initial 20 months
- Mitigates all key real estate risks
- All statutory approvals obtained
- Project under advanced development stage
- Investment in a high quality premium flagship development
- Above all, Alpha G:Corp's trust and assurance

(For Information on Investment call: +91 999 914 4022)

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AlphaLife is an attempt to strengthen bonds with our patrons who have trusted us to build their home, work and entertainment spaces. Do let us know your views at feedback@alphacorp.com. We are listening.

Alpha G:CORP

Expect the finest

ALPHA G:CORP DEVELOPMENT PRIVATE LIMITED

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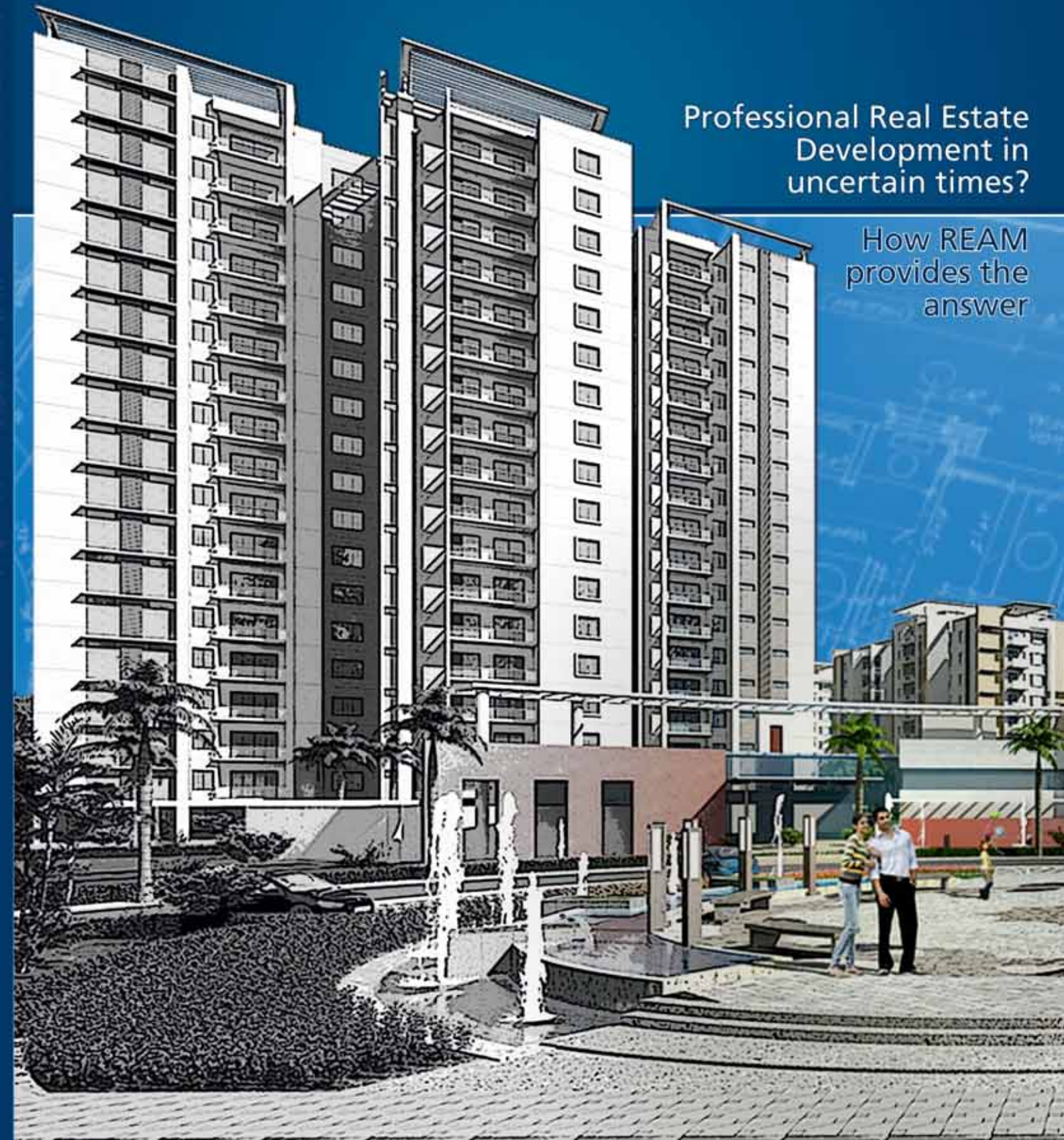
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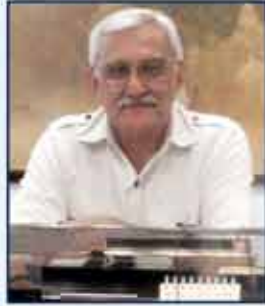
Newsletter | November 2013

Professional Real Estate
Development in
uncertain times?

How REAM
provides the
answer



FROM THE MD'S DESK



Dear Patrons,

Season's greetings!

While the real estate sector contributes substantially to the economy, the industry needs to cover more ground in order to be recognised as completely transparent and professional. Real Estate Asset Management (REAM), a business model pioneered by Alpha G:Corp, presents an alternative and specialised approach to real estate development, that safeguards the customer's investment in a largely unorganized sector and an uncertain environment.

Today, the majority of our new projects are being developed under the REAM model. This highlights the value REAM brings to all the constituents of any real estate transaction; associated directly or otherwise.

The present issue of Alpha Life, expounds this business model and also encapsulates the developments on our various projects.

As we enter the festive season and move closer to the end of the year, on behalf of my team I wish you the very best of health and happiness!

Yours truly,

Col. R.S.(PICKLES) Sodhi
Managing Director
Alpha G:Corp

REAL ESTATE ASSET MANAGEMENT - A SIGN OF CHANGING TIMES

A real estate developer plays an important role in bridging the gap between the economic growth of the country and the infrastructure that is needed to sustain this progress. In India, real estate developers fulfill this critical need by participating in the development of housing, office, retail and entertainment space, among others.



GurgaonOne Sec-22: Alpha G:Corp's first development on REAM model

Real estate remains the second largest employer after agriculture and is slated to grow at 30 per cent over the next decade. The potential of the sector is immense, what with the growing demand for residential and commercial estates, the rapidly increasing disposable incomes and growth in foreign investment.



The opportunities offered by this sector are vast which is why it has witnessed an influx of investment and supply despite the sector being unorganized to a large extent. Developers promise value to their customers based on design, cost, utility and location, however, failure to deliver projects in the stipulated time, lack of transparency in operations, quality concerns and increase in prices altogether have led to the deteriorating public confidence towards the entire sector.

In a recent report by The Times of India, real estate disputes were stated to be the most recurring cases in Consumer Courts. The article gave a clear insight of the fact that many leading real estate developers were involved in malpractices. The Real Estate Asset Management (REAM), a globally renowned model, pioneered by Alpha G:Corp Development Private Limited, was developed to introduce transparency and a win-win equation between the landowner, the developer and the clients. It was a step taken by the leading FDI-funded real estate developer Alpha G:Corp to reinvent the role of and relationship between the developer and the landowner which, the company's top management felt was a dire need for the growth of the industry.

REAM presents a format for comprehensive professional development of real estate from conception-to-completion of the project. The asset manager, directly manages and develops the property. In this model, the responsibilities of Alpha G:Corp span end-to-end from sourcing of the land, its



development to managing post-sales operations.

Alpha G:Corp is credited with pioneering and establishing REAM model in India. The company has met all consumer demands, including timely project delivery which is attributable largely to the strength of this model.

"REAM has added immense value to all stakeholders of real estate transactions; the landowner, the promoter, the developer, the property dealer and finally the customer. The model extends unique benefits towards the development's implementation in line with the market demand and prevailing trends."

-- Mr. S. K. Sayal, Director and CEO, Alpha G:Corp

The basic difference between REAM and the models followed by other developers is that here the sole owner of the development is the landowner. The landowner is entitled to the leverages like taking-up the project development in phases, changes in product mix and sale/leasing options etc as per the changing market scenario. Being the promoters of the project, the landowners enjoy complete ownership of the project whereas the asset manager takes the role of the developer without any share in project ownership.

The project too benefits by following this model as when developed by a renowned developer, the brand equity of the developer gets associated with the project to fetch premium value for the end product. Real estate developers, the world-over follow similar models in their countries which have stimulated the industry's growth.

BENEFITS OF REAM

- Conception to Delivery
- Safety of Investor's Money
- Operational Transparency
- Alpha G:Corp's Brand Equity
- Maximum Realization of Asset's Value
- Equipped and Dedicated Resource Base



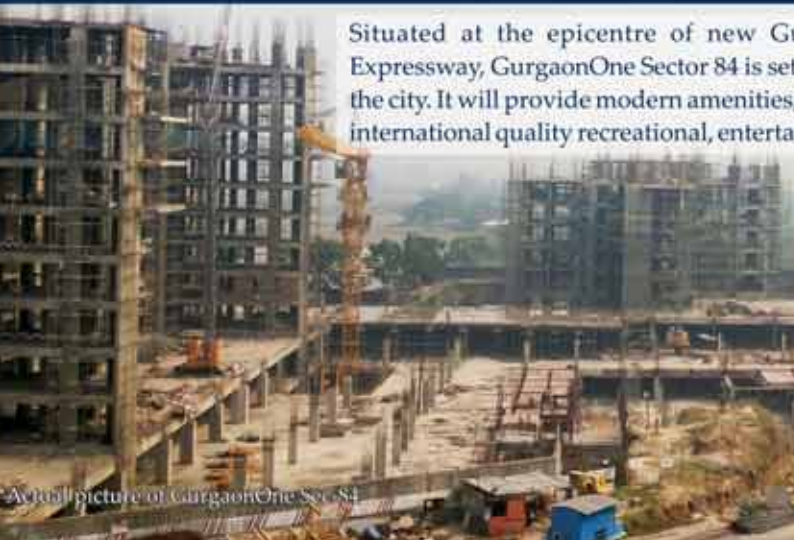
Today AICK is witnessing a spurt in construction and inhabitation. Its strategic location connected by two important highways and outstanding infrastructure makes it the best development on the G.T. road. The township is in close proximity to the upcoming ISBT, domestic airport and the Kalpana Chawla Medical College.

CONSTRUCTION UPDATE AICK

Phase II	Phase I
Pocket 07 <ul style="list-style-type: none"> Roads: 70 per cent completed Sewer lines, storm water lines and RWH pits: Completed Electricity and Water supply lines: 95 per cent completed Pocket 05 <ul style="list-style-type: none"> Roads: 45 per cent completed Sewer and storm water lines: 90 per cent completed Electricity lines: 40 per cent completed Water supply lines: 65 per cent completed Rainwater harvesting pits: 30 per cent completed Pocket 04 <ul style="list-style-type: none"> Roads: 70 per cent completed Sewer and storm water lines: 95 per cent completed Electricity lines: 55 per cent completed Water supply lines: 85 per cent completed Rainwater harvesting pits: 55 per cent completed Civil works <ul style="list-style-type: none"> STPs(2): 90 per cent structure completed Underground Water Reservoirs: Structure completed. Electro-mechanical work in progress Electric Sub Stations(4): 95 per cent completed 	Development Completed 141 acres in the first phase completed and plots handed over Public Utility Infrastructure <ul style="list-style-type: none"> Milk and Vegetable Booths(2): 95 per cent Completed Public Toilets(5): 35 per cent completed Bus Shelters(5): 30 per cent completed Temple: 90 per cent completed Taxi Stand: Completed Alpha Center and Other Developments <ul style="list-style-type: none"> Alpha Center, a 41,000 sq. ft. lifestyle, recreational and entertainment hub: 95 per cent completed Villas: Possession offered Habitation <ul style="list-style-type: none"> 370 units at various stages of construction New Projects <ul style="list-style-type: none"> Independent Floors, Villas, Group Housing and Retail Office space to be launched soon

GURGAONONE SECTOR 84

Situated at the epicentre of new Gurgaon, adjoining the Dwarka Expressway, GurgaonOne Sector 84 is set to be a landmark development in the city. It will provide modern amenities, including a community club with international quality recreational, entertainment and sporting facilities.



CONSTRUCTION UPDATE GO84

- Tower A : Construction of 8th floor roof slab in progress
- Tower B : Slab Reinforcement of 8th floor in progress
- Tower C : Construction of 4th floor in progress
- Tower D : Construction of 8th floor roof slab in progress
- Tower E : Column concreting of 9th floor roof slab in progress
- Tower F : Column concreting of 9th floor roof slab in progress
- Tower G : Shuttering of 10th floor roof slab in progress
- EWS : Column concreting of basement in progress



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.

CONSTRUCTION UPDATE MEERUTONE

- M 01, M 02: Plinth Beam constructed
- M 03, M 04: Plinth Beam constructed. Column RCC in progress
- M 05: Ground Floor Roof Slab constructed. Shuttering of First Floor Roof Slab in progress
- M 06: Second Floor Roof Slab R.C.C. completed. Ground Floor Brickwork completed. Brickwork of First Floor Roof Slab in progress.
- M 09: Pedestal and Plinth Beam constructed
- M 10: Plinth Beam Construction in progress
- M 11, M 12: RCC in Footing and Pedestal completed
- M 14, M 15: Reinforcement and RCC in Footing in progress
- M 16 to M 19: Excavation and PCC completed
- M 24 to M 27: PCC completed
- M 28 & M 29: Excavation and PCC completed
- M 30 & M 31: PCC completed
- Site cum Society Office: Brick work, RCC and Plastering completed



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.

- World Class Shopping
- Multiplex and Entertainment
- Food Court
- Speciality Restuarant



Artistic Rendering of AlphaOne Meerut



Alpha International City Amritsar (AICA), the city's largest integrated township provides everything under one roof; secure community living, world-class recreational facilities, on-campus international school, convenient shopping, the city's largest private park, shopping mall and healthcare facilities.

CONSTRUCTION UPDATE AICA

Pocket A

- Roads: 90 per cent completed
- Sewer and Storm Water Lines: Completed
- Electricity Lines: 70 per cent completed
- Rain Water Harvesting Pits: Completed

Pocket B

- Roads: 78 per cent completed
- Sewer Lines and Storm Water Lines: Completed
- Electricity Lines: 45 per cent completed
- Rain Water Harvesting Pits: 95 per cent completed

Pocket C

- Roads: 42 per cent completed
- Sewer Lines: 91 per cent completed
- Storm Water Lines: 82 per cent completed
- Electricity Lines: 40 per cent completed
- Rain Water Harvesting Pits: 55 per cent completed

Pocket D

- Roads: Work to commence shortly
- Sewer Lines: 86 per cent completed
- Storm Water Lines: 54 per cent completed
- Electricity Lines: 10 per cent completed

Pocket F

- Roads: 27 per cent completed
- Sewer Lines: 75 per cent completed
- Storm Water Lines: 80 per cent completed
- Electricity Lines: 14 per cent completed
- Rain Water Harvesting Pits: 50 per cent completed

Pocket G

- Roads: 76 per cent completed
- Sewer Lines: Completed
- Storm Water Lines: 94 per cent completed
- Electricity Lines: 45 per cent completed

Other Updates: Ornamental Grill: 98 per cent completed • Underground Water Reservoirs: Civil work commenced

EXCITING INVESTMENT OPPORTUNITIES WITH ALPHA G:CORP

- The city of **Indore**, an emerging hub of central India will soon witness two exciting mixed-use developments on a 16.5 acre and a 28 acre land parcel. The projects will showcase state-of-the art Residential and Retail development
- **BathindaOne**, a signature 15 acre premium group housing is planned for development in this upcoming city of Punjab. The project will raise the bar of residential real estate development in the region and is currently in advanced stage of approvals
- **AlphaOne, Meerut**, a part of city center Mainland Meerut, is gearing up for launch soon. The approx. 3 lakh sq. ft. destination will be an eclectic mix of a high-street shopping experience, a multiplex and retail outlets

MEDIA SPEAK



- Plans for 150 acre **integrated township** in **Mullanpur, Mohali** (New Chandigarh) announced in partnership with the Rattha Group
- 12.21 acre mixed-use development coming up on **Patiala road, Zirakpur** (near Chandigarh)
- Planning of the extension of **AlphaOne, Amritsar** the largest shopping and entertainment destination of Punjab in progress
- Plans underway to develop mega 120 acre approx. **township** in **Ludhiana**
- Other projects are planned in **Jaipur** and **Goa**

Please feel free to contact us with any queries at: +91 9999 144022 or e-mail us at sales@alphagcorp.com

The festive period from September to November brings in cheer and optimism across the entire nation. As developers who encourage positive interactions with our clients and constituents, we are fortunate in having the additional means to do so on a constant basis thanks to our popular city centre brand, 'AlphaOne', in Amritsar and Ahmedabad.

This festive season saw us at our best in that regard. We celebrated the 2nd Birthday of AlphaOne in Ahmedabad from October 15, 2013 till October 17, 2013. The celebrations consisted of the 2nd AlphaOne Retail Renaissance Awards, Recognition of AlphaOne team members and many cultural and interactive events to keep our patrons entertained. Our team there firmly squared up to the task of providing constant joy and happy times to thousands of Amdavadi families on a daily basis, and in fact the team also reveled in the hearty festive spirit of the city. The 2nd AlphaOne Retail Renaissance Awards felicitated excellence in delivering customer satisfaction by our valued brand partners. Through the varied events, we strive to constantly bring to our consumers, "Something special... har baar"... a promise from our tagline that we reinforce in all our activities. As we step into another year, we will continue to aim for optimum customer delight in the most immaculate and wholesome manner.

We hosted a soulful Sufi Night, with an awe-inspiring performance, 'Fanaa' by Sonam Kalra as part of Ahmedabad International Arts Festival 2013 on September 28, 2013. The audience was indeed mesmerized by her soulful voice as well as by the Sufi music that transcended the boundaries of religion and language with a voice of faith, prayer, poetry and music.

That is not to say that we saw any less action or celebrations at AlphaOne, Amritsar during these festive months. Having been in Amritsar for almost 4 years now, our gratification deepens when we see that our tagline for Amritsar, "Aithe Aao, Happy Ho Jao", has transcended our sprawling premises to connect happily with people's hearts and families. Our team at AlphaOne, Amritsar, initiated a "Hall Gate" replica (also known as Gandhi Gate) at AlphaOne Amritsar starting from 2nd October, and due to popular demand we are being asked to



Folk dance performances showcased as part of 2nd Anniversary Celebrations of AlphaOne, Ahmedabad



Diwali Celebrations commence at AlphaOne, Amritsar

carry this special symbol of Amritsar forward up to Diwali as support and affinity with Amritsar's symbol of commerce and prosperity.

AlphaOne, Amritsar also hosted an awe-inspiring and power-packed event, Amritsar's 1st Open Body-Building Championship 2013, as part of our 'Be The Change Club' Initiative on October 19, 2013. The audience was truly spell-bound by the powerful performances of the participants across many categories. Amritsaris thoroughly participated, viewed, cheered and enjoyed the performances. The Winners of different categories were given Trophies by Mr. Avinash Jolly, Deputy Mayor of Amritsar.

At AlphaOne in Amritsar and Ahmedabad, we will continue to provide our customers and communities with many happy celebrations, we hope to add even more excitement so that that our customers have more reasons to celebrate the season with us.

Happy Diwali

