

INTRODUCING



**ASHRAI INFRA'S LATEST AND MOST  
AMBITIOUS PROJECT IN GREATER NOIDA WEST**







*To infinity and beyond..*

After successfully presenting Golden I (ready for delivery in 2022), ASHRAI is all set to launch Golden Grande, its latest and most ambitious Project in Greater Noida West.





With the world facing environmental challenges on an unprecedented scale, there is a surging global consciousness for sustainable development. ASHRAI group is committed wholeheartedly to this vital need. ASHRAI comprises a proud team that has years of experience in delivering projects and is well ahead of others in terms of planning, architecture, quality and design.

Simply put, ASHRAI has a vision that strives for excellence culminating in every aspect of its character, ethics and way of doing business. The organisation firmly believes in achieving brilliance through true professionalism and cutting edge technology. ASHRAI puts all its energy in delivering true value to its customers and a generous positive return of investment.



*Anand Shukla*  
Managing Director

From iconic residences, headquarters of multinational corporations and exciting recreational avenues, Anand has seen it all. Having handled brick mortar solutions for over 2 decades his urge to deliver the best real estate developments globally continues. Anand believes at the heart of Real Estate is the master planning which integrates global best practices in city working & living.

Anand places very strong emphasis on Project Planning, Fund Flow Management, Safety, Accessibility and Sustainability. He understands that whether it is your work place or home, should only settle for the best.

Anand believes in raising the bar and catering meaningfully to an unparalleled lifestyle in line with the growing aspirations of Indians. Creating firsts is his way of Life. Anand is known in the Industry as a person who keeps his word, honours his commitment even when it's not convenient. Which is how he has earned his reputation among Stakeholders and respected widely by the Real Estate Industry. As he says " There's no scarcity of opportunity, but only scarcity of resolve to make it happen".



*Sudhanshu Rai*  
Director

With an impressive exposure spanning over a decade across Real Estate, Infrastructure, Law and Trade Practice dotting India & Asia, Sudhanshu is a professional to the core who finds it very difficult to make do with the ordinary. Known for his commitment, integrity, approachability and quick decision making along with his repertoire of exposure across Industries make him an extremely unique professional.

His philosophy is in keeping it simple! "Establishing an inspiring, healthy and happy team environment, setting processes to achieve efficiency and effectiveness; and bringing Internationally acceptable quality and work ethics in to the work place make up the ideal recipe for guiding the team to success" Sudhanshu believes that Success is a Byproduct of a combination of factors like Planning, Processes, Commitment and Teamwork.



# THE WORLD'S EMERGING INVESTMENT DESTINATION



- India Continues to be the only country amongst the BRICS nations that has registered a year on year GDP growth of over 7% in a row and has a forecast of over 7.3% in the coming year. Backed by strong fundamentals and powerful economic reforms.
- Stable Commercial Real Estate Demand backed by one of the most organised commercial markets in the Asia Pacific Region with over 530 mn sq.ft of ready Grade A of office assets that's likely to surpass 700 mn sq.ft. in the next 3 years. The vacancy stands at just 14% which is considered to be a natural vacancy rate for a market as vast and segregated as India.
- The Government of India passed the Real Estate Regulation Authority (RERA) Act in March 2016 to ensure efficient and transparent business transactions in the Real Estate sector. The several reforms implemented by RERA have given the Indian Real Estate Industry its first regulator. This has boosted the confidence of buyers and the Real Estate Industry is heading for a major boom with compliance being followed by all Real Estate Developers. It is mandatory for every State and Union Territory to have its own regulator under RERA.
- **Destination of Choice for Retail** Ranked 1st in AT Kearney Global Retail Development Index and Nielsen Global Consumer Confidence Index, India stands tall amongst it's world peers when it comes to its burgeoning 1.3 Billion Consumer Market where 65% of its population is under 35, and per capita income rising by over 10.3% on a year on year basis.
- **Youngest Population in the world** Increasing urbanisation, incomes and rising aspirations for a better life , especially among the lower economic strata are some of the factors reshaping the Indian Consumer Market. India has the potential to be one of the largest consumer markets globally with consumer spending expected to touch US 3.6 Trillion by 2022.



# GREATER NOIDA WEST

Where the future is present and ultra modern infrastructure is ready




Road

10 minutes drive from Delhi-Meerut Expressway. • 20 minutes drive from DND Flyway and Noida Sec18  
40 minutes drive through dedicated road connectivity to the new Noida International Airport.



Metro

Walking distance from the proposed metro station (Kissan Chowk) which will connect to Noida, Ghaziabad, Faridabad and Delhi



Rail

Fast and easy access to the upcoming Railway Station at Boraki Greater Noida and which is seen as the futuristic integrated transport hub.



Airport

Swiss Zurich AG is developing Asia's largest Airport-Noida International Airport. Security Clearances have been granted (Construction started in Nov. 2021). Golden Grande located in Tech Zone has easy and fast access to the upcoming Noida International Airport which will drive up the real estate prices in the region.



Dedicated Freight Corridor

Greater Noida is shaping up as India's smartest city and the fastest developing centre of attraction. Located at the intersection of the Western and Eastern dedicated freight corridors, it is also the gateway to the Delhi-Mumbai Industrial Corridor (DMIC). Important expressways originate from this city, namely the Yamuna expressway from Greater Noida to Agra Eastern Peripheral Expressway, will take off at Kundli and will join NH2 at Faridabad via Ghaziabad and Greater Noida.



Mega Data Centres

The Noida Authority has allotted land for mega Data Centres to 13 major companies including Adani, Dixon Technologies, NTT Ltd, Hiranandani group & DLF which will bring in investment of Rs 3870 crores and over 50000 jobs. This decision will help business get decentralised from traditional Mumbai and Chennai strongholds and boost real estate in the region.



Fastest & Largest Developing Residential Centre

Golden Grande is surrounded by more than 1000 acres of Residential Development and is poised to serve over 10,00,000 inhabitants expected to live in the vicinity in the near future with 3,00,000 inhabitants already staying.



Largest Tech Zone

Golden Grande is located in one of the Largest Tech Zones. Tech Zone is a preferred locality due to its proximity to various commercial and social hubs. Tech Zone is well connected via DND Expressway and Noida Greater Noida Link Road. State Transport Authority UPSRTC provides bus services to residents. Indira Gandhi International Airport located 40 km away and Noida Sector 51 metro station on blue line of DMRC is about 10 km. Hazrat Nizamuddin Railway Station is about 25 km away.



Nearby Employment Hubs

Nearby employment Hubs of Noida and Greater Noida where companies to name a few IBM, R Systems, NTT, Microsoft, Thales, Indian Steel Summit, TCS, Wipro, LG, Samsung, Yamaha, Pepsi, Coca Cola, Minda, New Holand, Jackson, Toyo INK among others provide ample employment opportunities to the Locals.



Investment

With brands like Yamaha, Pepsi, Coca Cola, Minda, IBM, R.Systems have set up Plants / Campuses, Greater Noida West is all set to attract major investments in the Zone.

Delhi NCR'S TOP EMERGING MARKETS- Greater Noida West, also known as Noida Extension, is a big and developing micro-market in Greater Noida. Situated along the noida-Greater Noida Link Road it consists of Sector 1,2,3,4,16 Tech Zone etc.,Placed on the east of Hindon River, it is nearly 4 km from Noida Sector 121 and 122.In The past few years ,Greater Noida West has shown significant growth across Residential, Commercial, and Retail Categories.It is an ideal destination for people looking to buy or invest in affordable & premium properties closer to Noida.

• Emerging Micro-market having large scale Residential Townships as well as upcoming Retail cum Commercial Projects. • Affordable alternative for end users to stay closer to Noida, due to close connectivity to offices. • Industrial Catchment close by. • Well connected to Schools & Colleges in close proximity • Wide Roads and excellent Social/ Retail Infrastructure • Connectivity to Metro, Airports, Metro, Railway Stations make it an ideal destination. • Rated high on Environment, Community living, Hospital Infrastructure. • Prices expected to rise 10-20% in the short term and 25-35% in the medium to long Term





Welcome to an iconic international High Street Shopping, Retail, F&B and IT experience never seen in India before. Golden Grande from ASHRAI is poised to become the No 1 shopping, entertainment and IT destination in Delhi-NCR filling the void that affluent and upwardly mobile customers are seeking. Exceptional 25 acre mixed-use development advantageously located on Greater Noida West with all modern facilities in the heart of Noida billed as the "BIG Destination" of the future.



### 3.5 ACRES OF GREEN LANDSCAPE WITH WATER CREEK & FOUNTAINS

- Three side open project facing 135 mtr road
- Two sides with 24 mtr open road each
- Hi - Street Retail with reflection pool
- Alfresco dining at ground level
- Rooftop dining with stunning views of open greens & water fountains
- Large open set back in the front

- Designated Charging Stations for Electric Vehicles, Solar Energy Backup, Zero Liquid Waste Discharge System and more.

- World Class Shopping & Business Hub with Unlockable Office Spaces, Corporate Suites, Commercial Office Spaces, with a parking capacity of over 5000 cars in the Campus.





CONCEIVED AROUND THE CONCEPT OF  
**WORK, SHOP AND RELAX**

A GRAND LOCATION JUST 20 MIN  
FROM DND FLYWAY

Easily Accessible: Via the Delhi-Meerut Expressway,  
FNG Expressway, DND Flyway & Jewar Airport.  
Just a 15 minute drive from Akshardham Temple,  
with a dedicated Metro Station which connects  
directly to all consumers of Delhi NCR within 40 minutes.

Strategically Located with an expected population  
of around 10 lac within the vicinity.







# WORK IN ICONIC TOWERS WITH STATE-OF-THE-ART FACILITIES

- All IT Towers with Platinum LEED Certification
- Campus complete with Gold Certification from GRIHA
- Large entrance double height ceiling Lobby with Cafes
- Attractive Working Environment
- Double Insulated Glass
- High Speed Elevators
- 24 hour CCTV Security Surveillance System
- Modern Fire Detection System
- Fire and Smoke Detectors
- 100% power back-up
- Building Management System
- Access to high Street Shopping & F&B





# TRUE FACE OF EMERGING INDIA

The world is talking about India and it's unrelenting quest towards soon becoming a global superpower. Lifestyles are changing and so are the Indian citizens, who continue to demand more from life, in keeping with their global aspirations. ASHRAI recognises this changing face of the Nation and is proud to present this project which is envisioned to be one of the finest Retail & Technology Services Hub in India with breathtaking landscapes featuring green Boulevards, Water Creeks and truly International High Street Retail, F& B, IT/ ITEs office space. ASHRAI after successfully constructing Golden I, is now proud to unveil its finest jewel in the crown, the highly exclusive Golden Grande. Life truly gets eternal.



... Beverages ...

TEA	PRICE	FRIES	PRICE
Assam Tea (no milk)	80	Onionette	40
Gargleing Tea	90	Potato Fries	50
Honey Lemon Tea	90	Cheddar Onionette	60
Masala Tea	100	Spanish Onionette	60
Ginger Tea	100	French Fries	60
Cardamom Tea	100	Nachos Nachos	120
Green Tea	100	Chewy Pizza Stick in Pepper	140
Choway Jalyama Popcorn	100		
Chicken Seekh Kabab on Bun	100		
Aloo TIKI (on Bun)	100		
Chicken B...	100		
COFFEE	PRICE		
Capuchino	90		
Black Coffee	90		
Cafe Latte	100		
Cold Coffee	100		
Assam Tea (no milk)	120		
Lemon Ice Tea	120		
Peach Ice Tea	120		
Green Apple	120		
Green Fruit	120		
Assam Tea	120		



## SHOP THE WAY THE WORLD DOES

Double Height Ceiling Shops on the ground floor

One of its kind customised built-to-suite-drive through tailored for International F&B brands

Reflection pool facing the ultra premium Flagship Stores

Water creek & Fountains for Curated Boutique Stores

Alfresco dining facing the greens and water bodies

Rooftop dining overlooking the landscaped greens and water creeks

Sky Walkways / Corridors between all retail spaces

Large spaces for Recreation / Games / Hypermarket







AN INTERNATIONAL RETAIL EXPERIENCE





DELHI- NCR'S FINEST HIGH STREET RETAIL

3 SIDE OPEN WITH  
MASSIVE FRONTAGE OF 900 METERS





The logo for Golden Grande, consisting of a stylized 'G' and 'G' intertwined in red and purple colors.

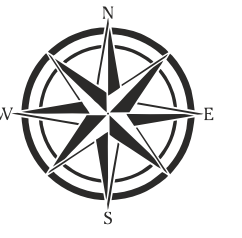
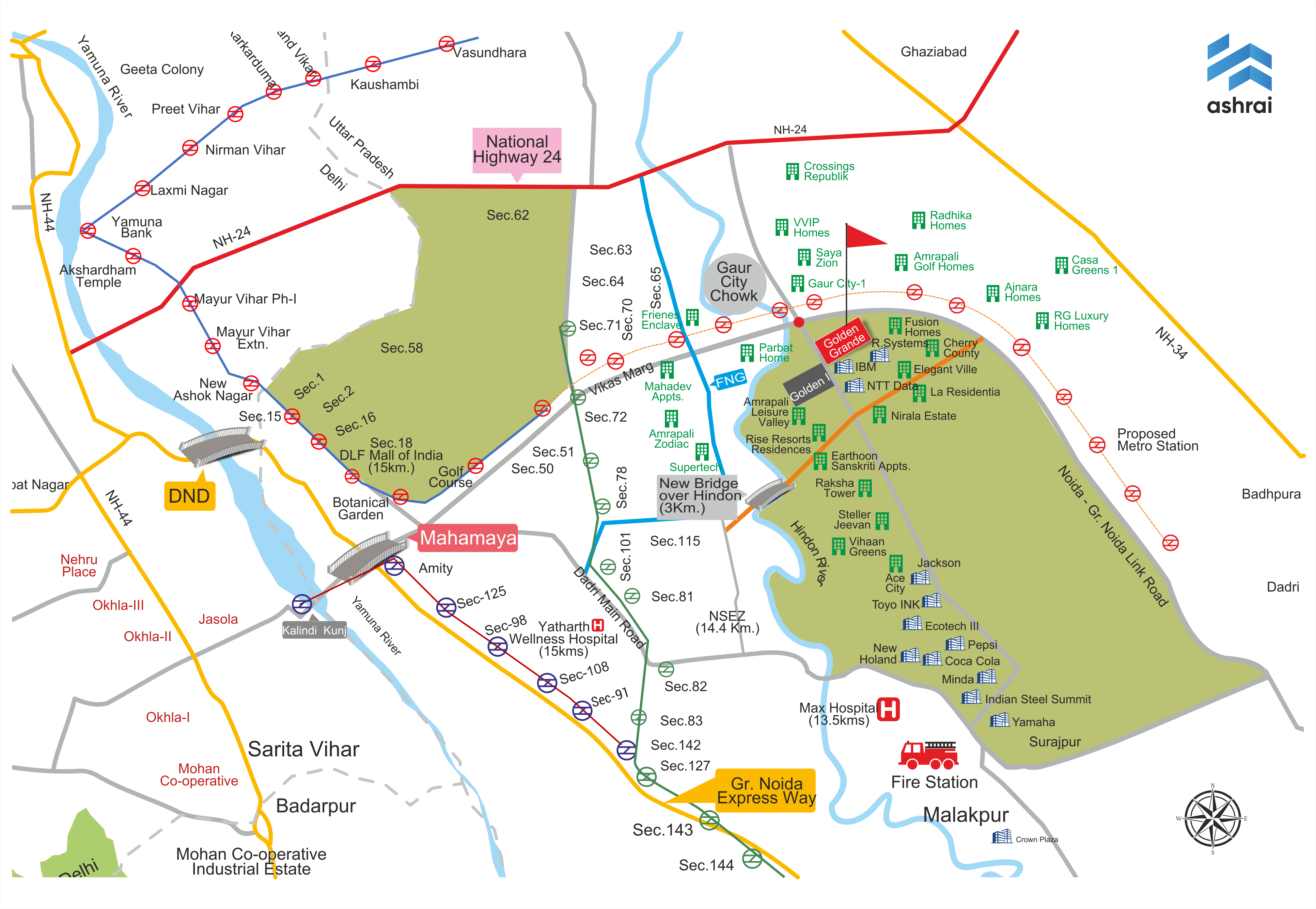
**GOLDEN  
GRANDE**

**WORLD CLASS. ONE OF A KIND PLACE TO RELAX.**

Surround yourself with Green Landscapes, Reflection Pool, Fountains, Selfie Points & Water Bodies.  
Golden Grande will exceed your expectations in every way.







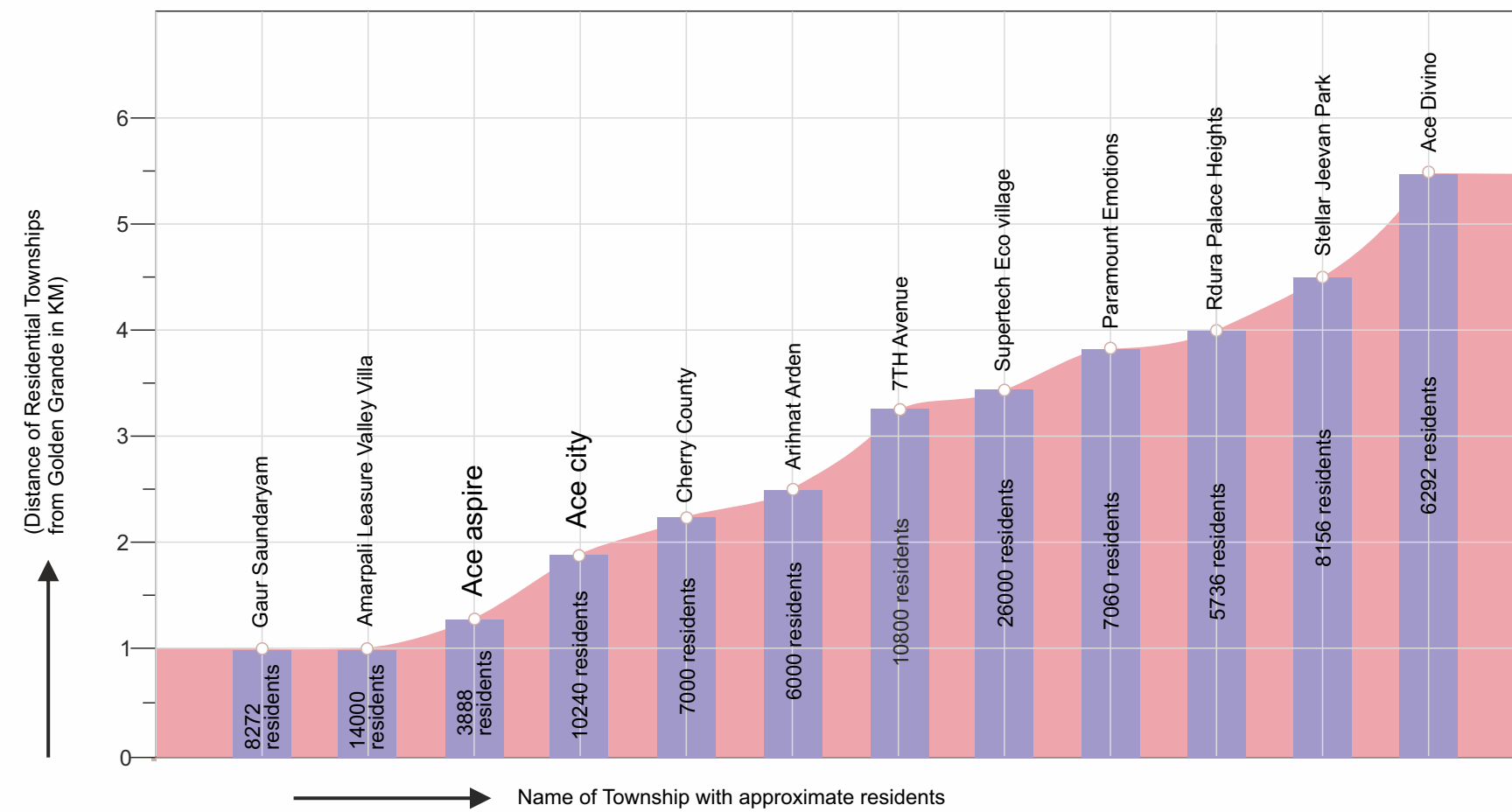




RESIDENTIAL / SCHOOL / COLLEGES / INDUSTRIAL CATCHMENT OCCUPANCY AND PROXIMITY



DISTANCE OF RESIDENTIAL CATCHMENT FROM GOLDEN GRANDE | TOTAL RESIDENTS: 3,00,000+



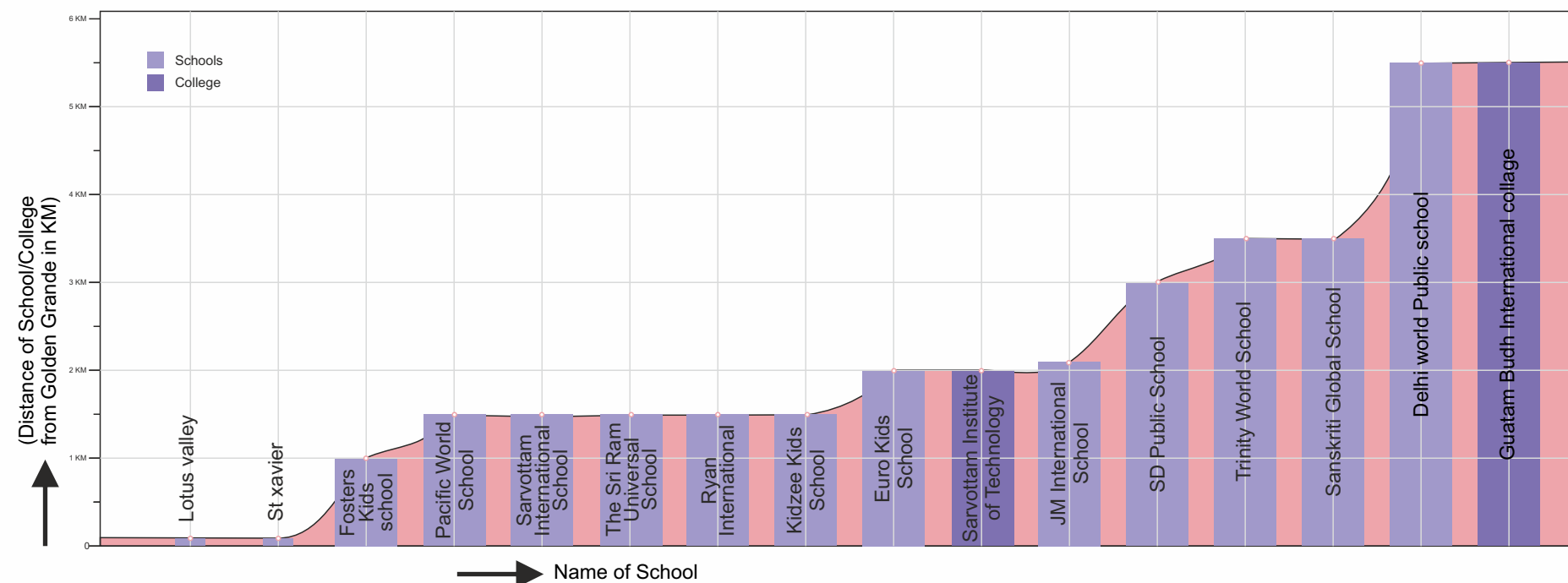
The prestigious Golden Grande is strategically located in the heart of the planned city.

The tech-zone and its surroundings within a 10 Kms radius employ about 25,000 people. Employed by some of the world's leading international IT/ITes and manufacturing companies.

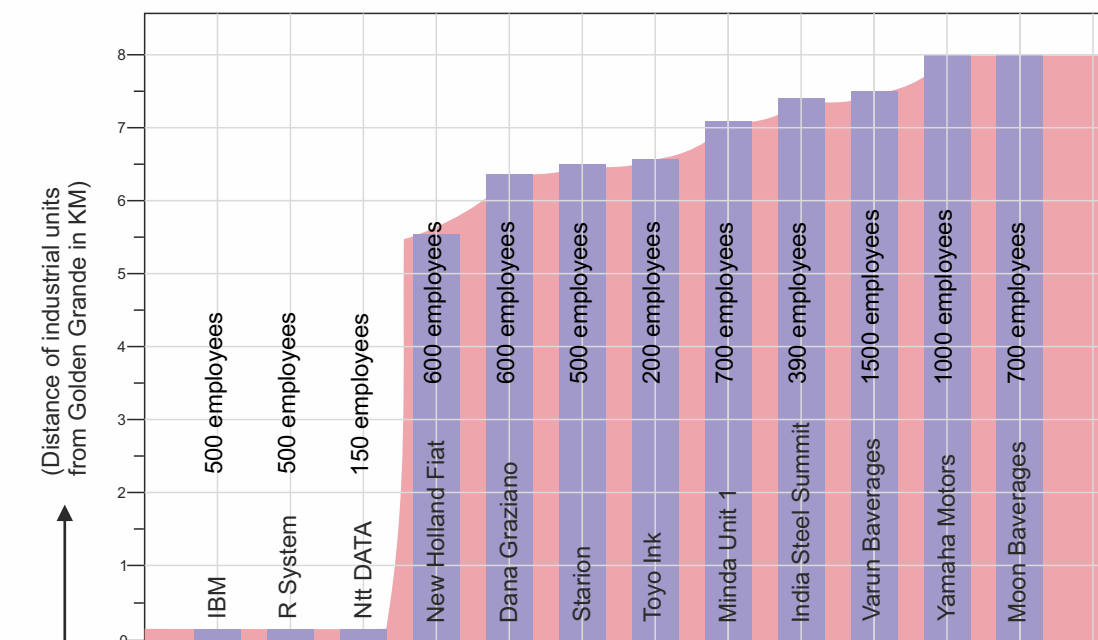
To cater to the massive workforce the zone has a dense residential inventory of over 2 Lac apartments currently residing about 3.5 Lac people. To cater to the rapid growth in IT and Manufacturing the zone is currently looking at an upcoming residential inventory of additional 1.5 Lac units by 2024.

Over 20 International Schools/Universities and 5 world class hospitals provide services to the dynamic zone, making it a perfect habitat for working, living and developing.

DISTANCE OF SCHOOL / COLLEGE CATCHMENT FROM GOLDEN GRANDE



DISTANCE OF INDUSTRIAL CATCHMENT FROM GOLDEN GRANDE  
TOTAL PEOPLE WORKING AROUND: 10,000 EMPLOYEES



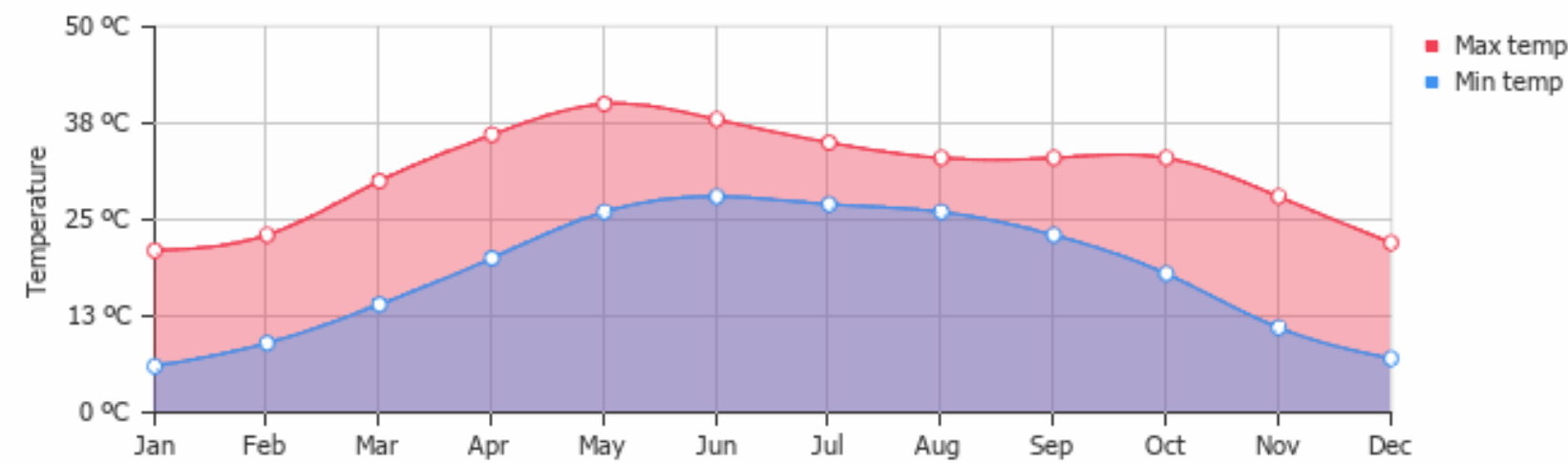




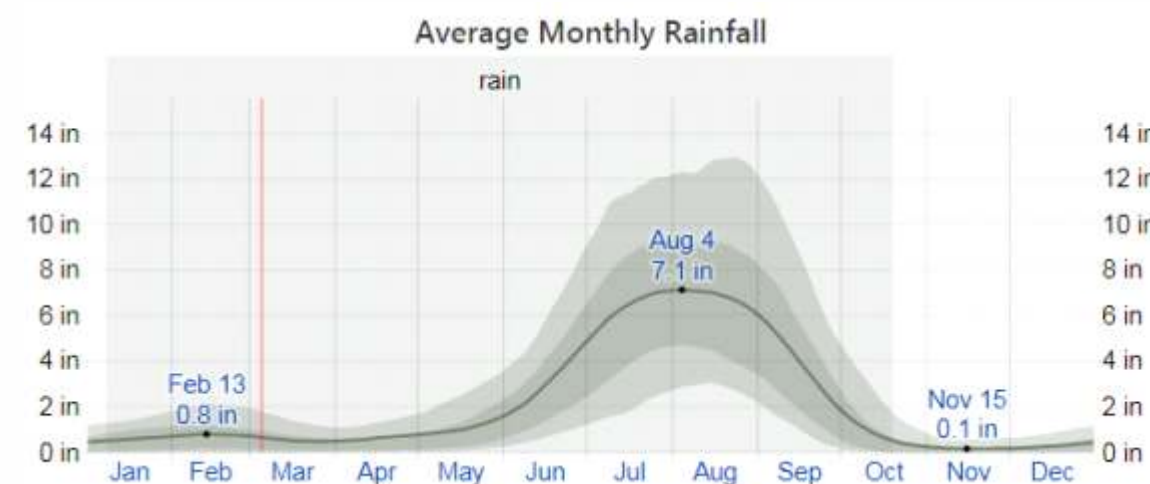
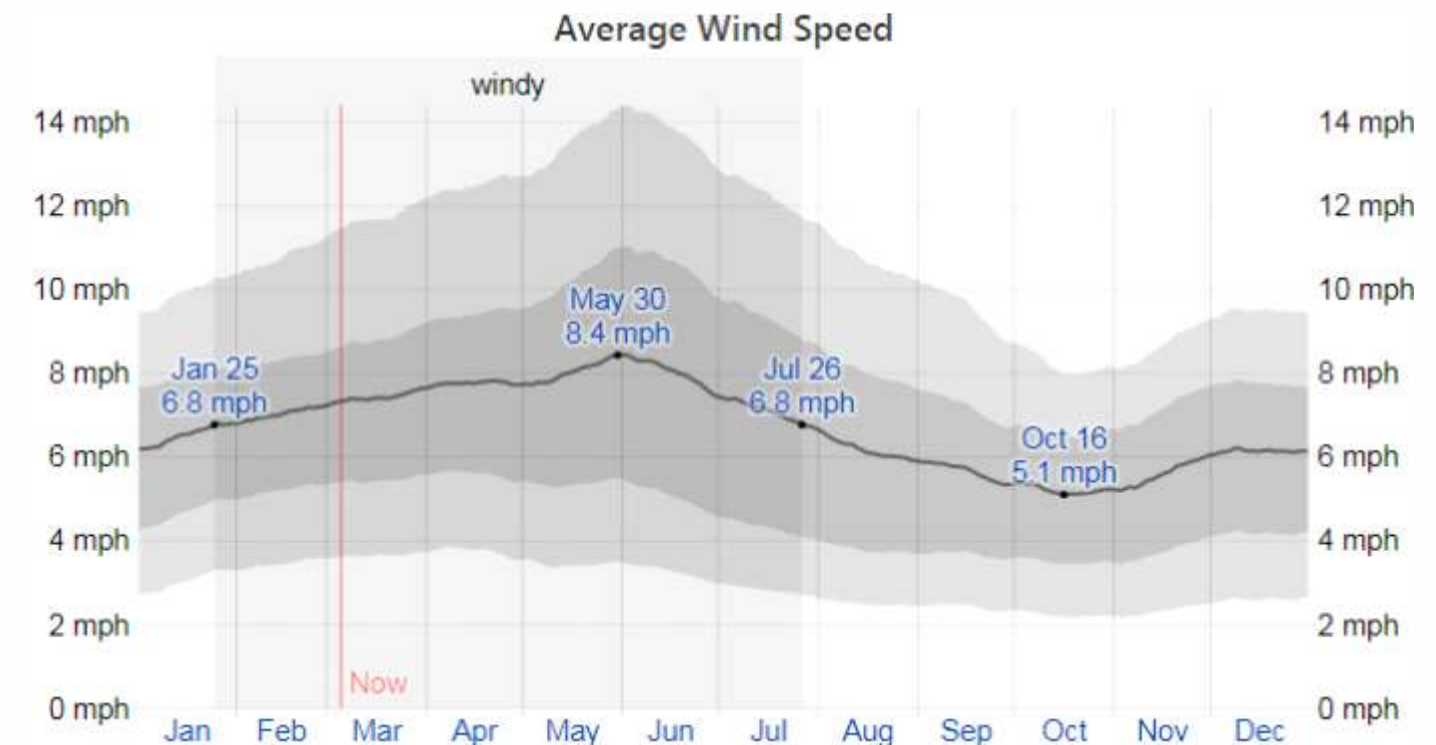
PROPOSED MIXED USE DEVELOPMENT FOR ASHRAI INFRA  
AT TECHZONE IV GREATER NOIDA WEST

CLIMATE ANALYSIS

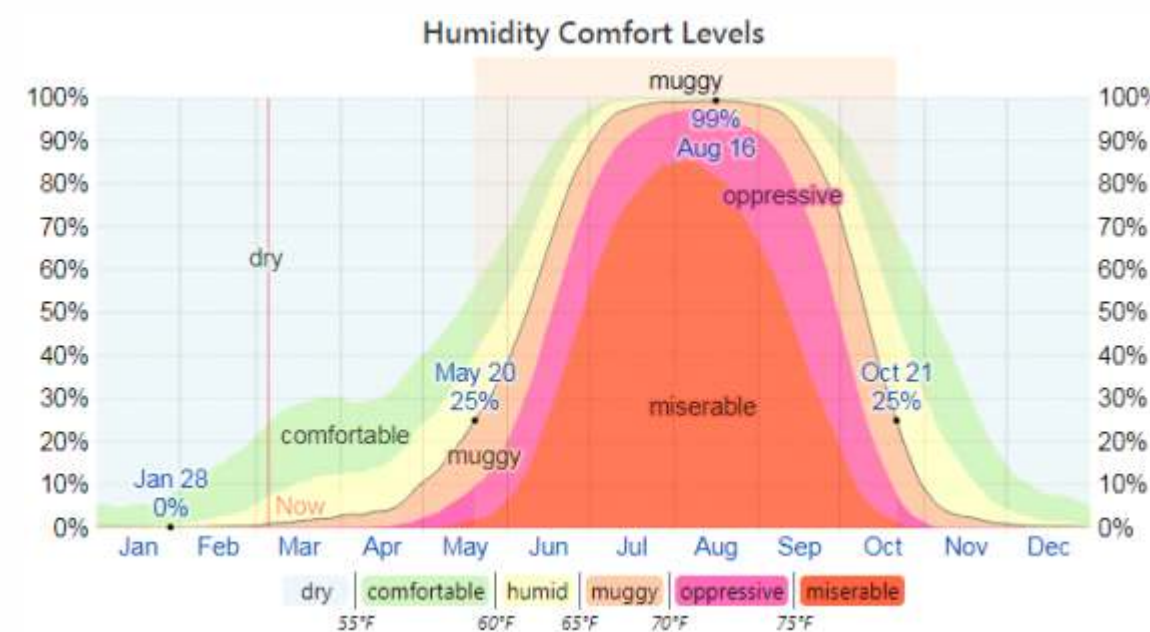




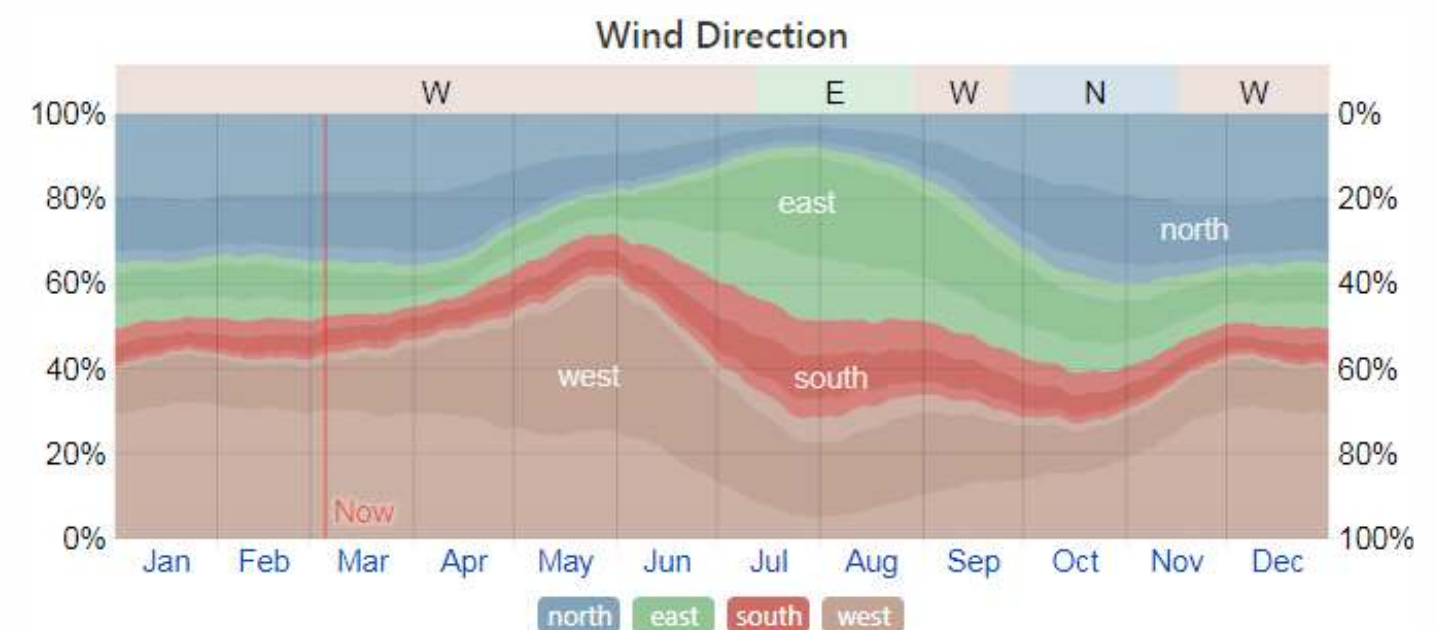
- Noida has a LOCAL STEPPE CLIMATE (a Semi arid Tropical Climate)
- The average annual temperature is 24.6 °C with extremes ranging from 32.9 °C to 13.5 °C.



The rainy period of the year lasts for **9.4 months**, from January 8 to October 19, with a sliding 31-day rainfall of at least 0.5 inches. The most rain falls during **the 31 days centered around August 4**, with an average total accumulation of 7.1 inches.



The muggier period of the year lasts for 5.0 months, from May 20 to October 21, during which time the comfort level is muggy, oppressive, or miserable at least 25% of the time. The muggiest day of the year is August 16, with muggy conditions 99% of the time.



### WIND ANALYSIS

The **windier part of the year lasts for 6.0 months**, from January 25 to July 26, with average **wind speeds of more than 6.8 miles per hour**. The windiest day of the year is May 30, with an average hourly wind speed of 8.4 miles per hour. The calmer time of year lasts for 6.0 months, from July 26 to January 25. The calmest day of the year is October 16, with an average hourly wind speed of 5.1 miles per hour.

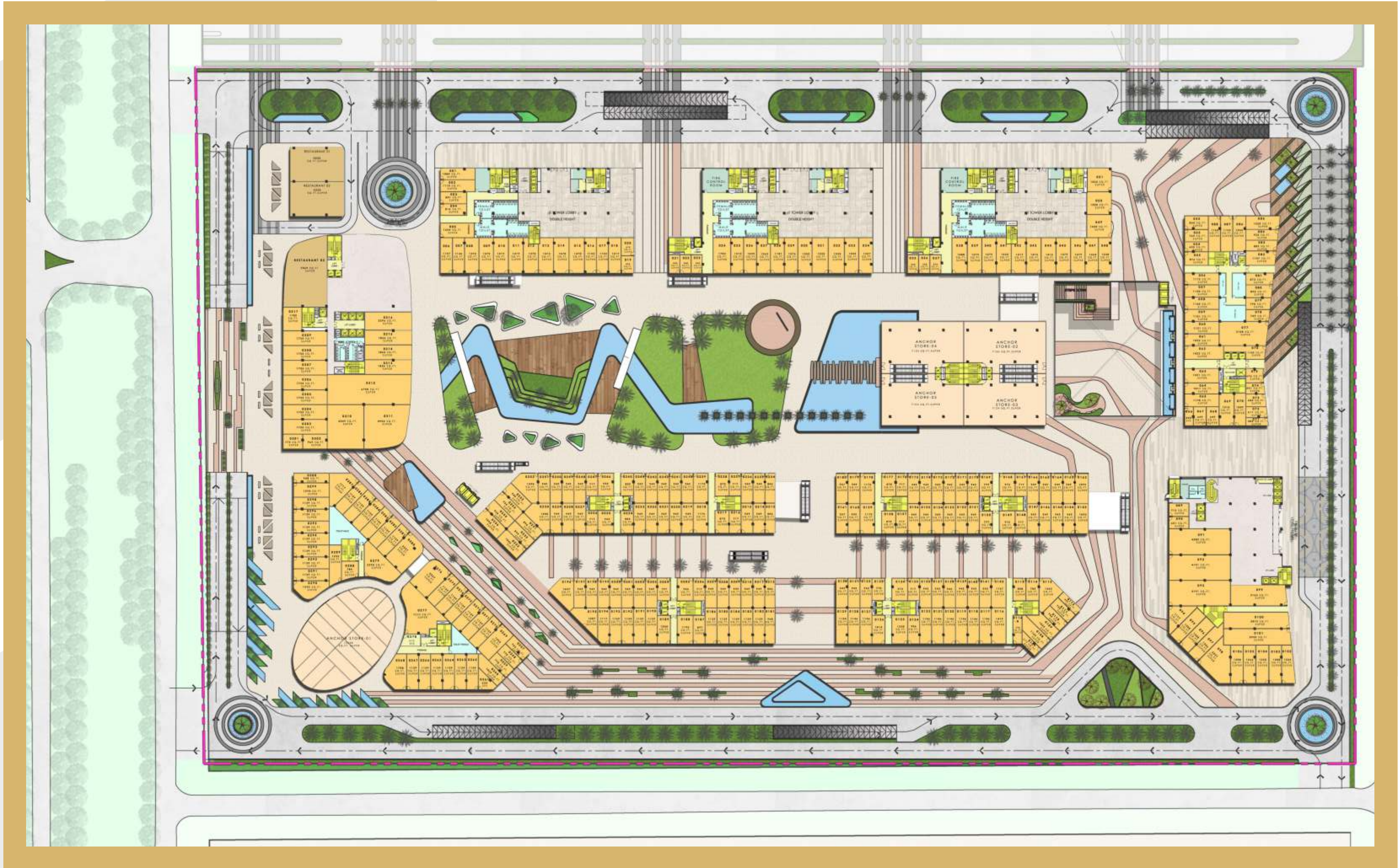




**PROPOSED MIXED USE DEVELOPMENT FOR ASHRAI INFRA  
AT TECHZONE IV GREATER NOIDA WEST**

**SITE PLAN**





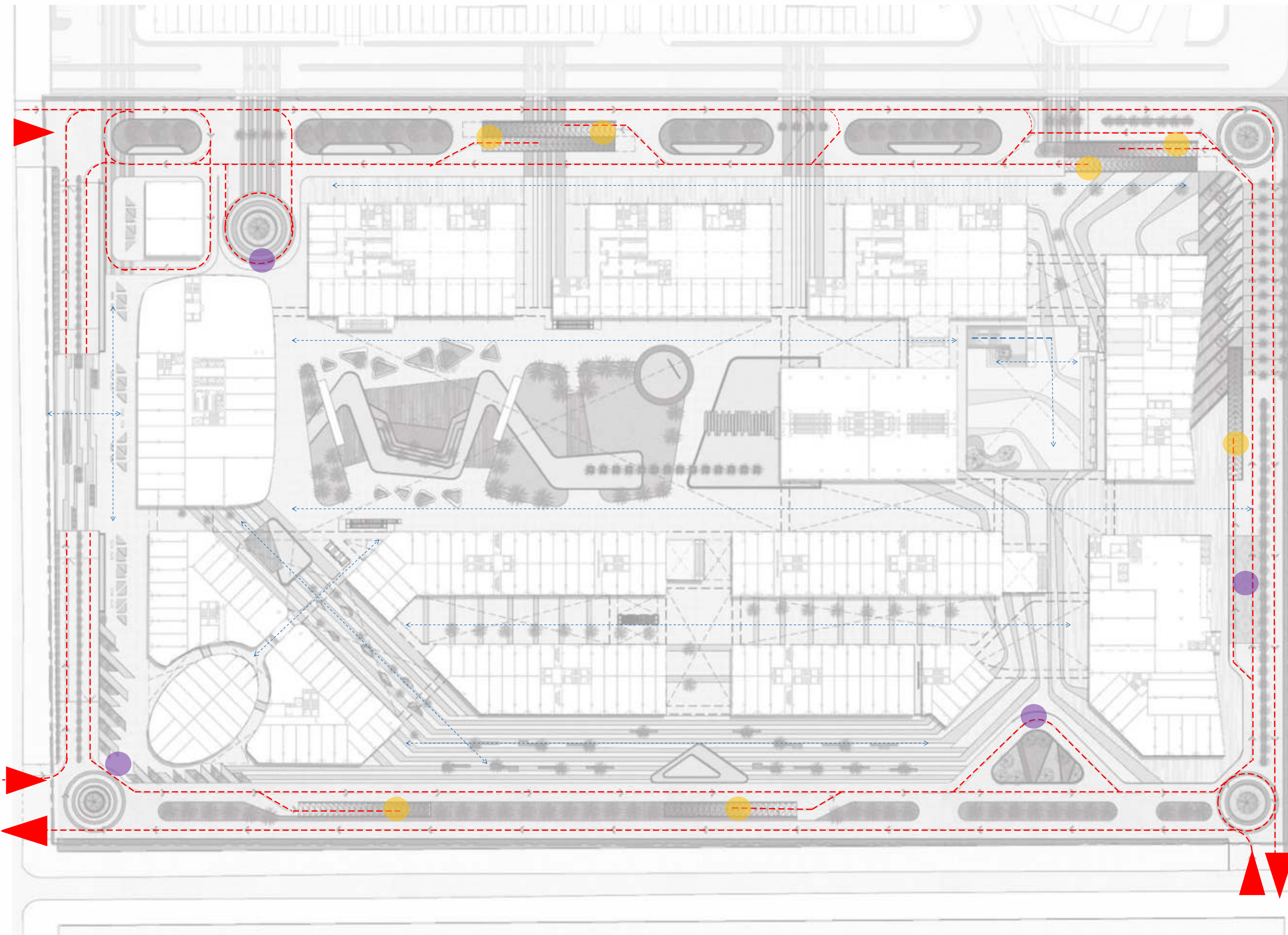








**PROPOSED MIXED USE DEVELOPMENT FOR ASHRAI INFRA  
AT TECHZONE IV GREATER NOIDA WEST**

**CIRCULATION PLAN**





**LEGEND::**

- VEHICULAR MOVEMENT 
- PEDESTRIAN MOVEMENT 
- DROP OFF 
- RAMPS FOR BASEMENT 





PROPOSED MIXED USE DEVELOPMENT FOR ASHRAI INFRA  
AT TECHZONE IV GREATER NOIDA WEST

SOLAR ORIENTATION



SUMMER (MORNING)



SUMMER (AFTERNOON)



SUMMER (EVENING)



WINTER (MORNING)



WINTER (AFTERNOON)



WINTER (EVENING)





# ARCHITECTURAL FLOOR PLANS



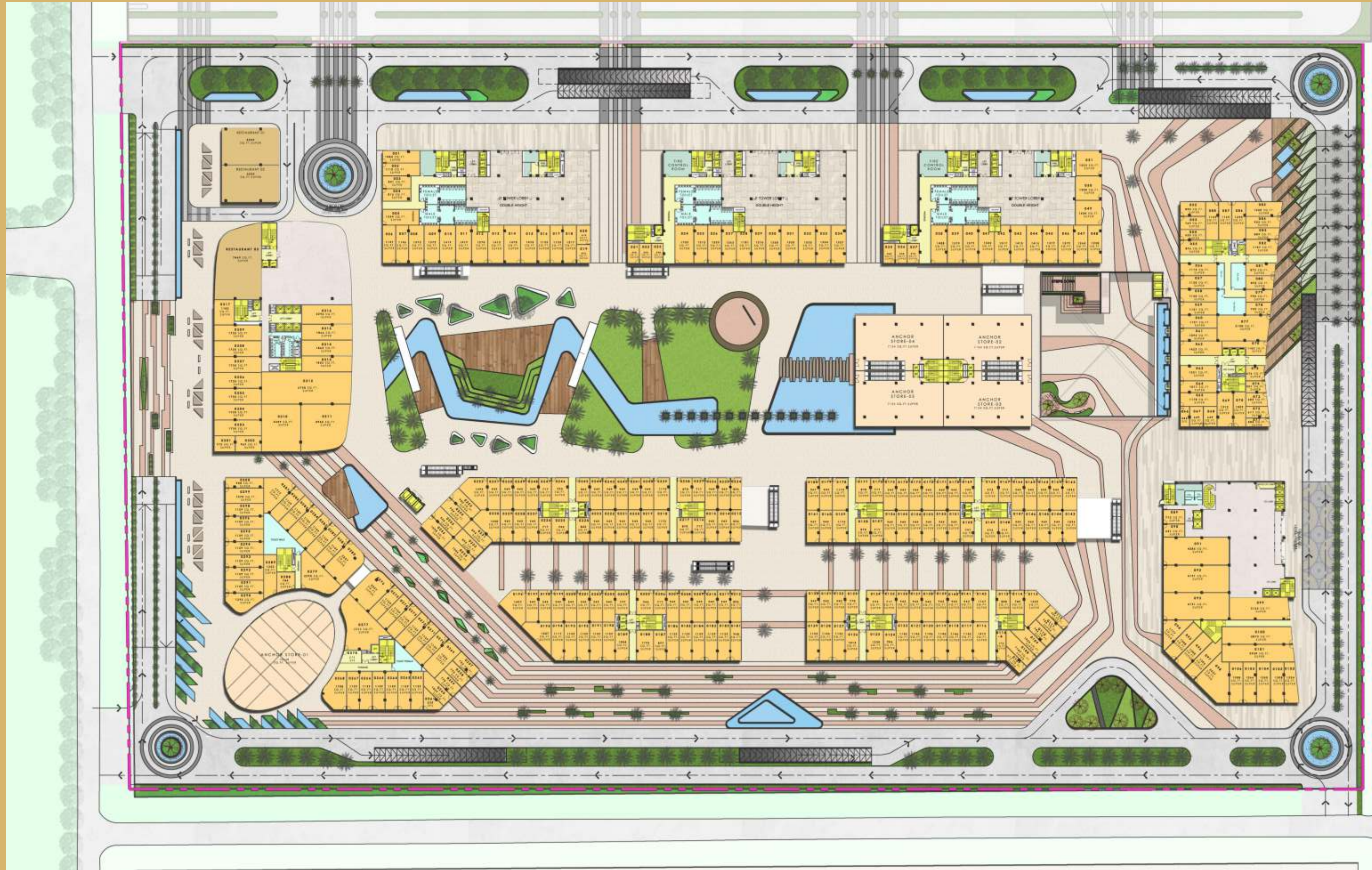




**PROPOSED MIXED USE DEVELOPMENT FOR ASHRAI INFRA  
AT TECHZONE IV GREATER NOIDA WEST**

**GROUND FLOOR COMMERCIAL**









**PROPOSED MIXED USE DEVELOPMENT FOR ASHRAI INFRA  
AT TECHZONE IV GREATER NOIDA WEST**

**FIRST FLOOR T-1**





IT TOWER -01 (550-650)





**PROPOSED MIXED USE DEVELOPMENT FOR ASHRAI INFRA  
AT TECHZONE IV GREATER NOIDA WEST**

**FIRST FLOOR T-2**









PROPOSED MIXED USE DEVELOPMENT FOR ASHRAI INFRA  
AT TECHZONE IV GREATER NOIDA WEST

SECTION SCHEMATIC









SECTION SCHEMATIC



PROJECT VIEW



OFFICE BLOCK VIEW



ALFRESCO DINING VIEW



RETAIL 3 SIDE OPEN VIEW



MASSIVE FRONTAGE OF 900 METERS



CONNECTING RETAIL WALKWAYS



REFLECTION POOL & WATER BODIES FACING PREMIUM RETAIL



TRULY INTERNATIONAL SHOPPING EXPERIENCE WITH WATER CREEKS & FOUNTAINS







**Ocean Infraheights Pvt. Ltd.**

(RERA Regn. No. : UPRERAPRJ301910) ([www.up-rera.in](http://www.up-rera.in)) Corp. Off. : H-191, Sector – 63, Noida (Uttar Pradesh) - 201301, Site Off. : Plot No. 11, Sec-Techzone 4, Gr. Noida (West), U.P

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