



# THE FLAGSHIP

BUSINESS & BEYOND



Plot No. 1B, Sector 140A, Noida- 201305 (UP)

| [www.crcgroup.in](http://www.crcgroup.in)

UPRERAPRJ184164, UPRERAPRJ893178 | [www.up-rera.in](http://www.up-rera.in)



CRC is a name that is widely recognized for delivering more than what is promised. We not only hold a strong legacy of trust, transparency & reliability, but our professionally managed, strong team of experts makes us one of the leading developers in the real estate industry.

Known for serving a long list of clientele, CRC has grown exponentially over the past 37 years. With thoughtfully designed layouts and timely executed projects, we always think ahead, prioritizing our customers' satisfaction. The Group is committed to setting new standards in the realty sector by unveiling the finest structures, which have been and will be a true reflection of perfection and excellence.

### THE VISION

CRC aims to be a highly dedicated customer-driven real estate company and, to be one of the top 5 market leaders in terms of timely and quality delivery along with creating sustainable masterpieces that are well crafted efficient spaces for our valued stakeholders.

### THE MISSION

To attain nationwide leadership in the real estate industry when it comes to performance, business transparency, ethical practices and environment-conscious development.

A CITY GIVES US IN PLENTY, BUT

WE MISS OUT ON A LOT OF THINGS.

WORK OPPORTUNITIES

LIFESTYLE

BETTER INFRASTRUCTURE

GLOBAL OUTLOOK

CAREER GROWTH



WHY NOT HAVE AN ENVIRONMENT THAT HELPS ACHIEVE YOUR PROFESSIONAL GOALS,  
AND LETS YOU DO THINGSTHAT ARE BEYOND WORK?



A graphic of stylized blue leaves or petals, arranged in a curved, fan-like pattern on the right side of the page. The leaves are layered and have a pointed, elongated shape with some internal vein-like details.

UNVEILING  
BUSINESS & BEYOND



# THE FLAGSHIP

BUSINESS & BEYOND





## FROM THE DESK OF THE MASTER PLANNER

“The vision for this project has been to truly embrace the notion that it's the spaces that we create between the buildings that set this place apart. So it's the green landscapes, the walking spaces, and the heritage street that are the heart of this project and what it tries to do is to promote social cohesion. The Flagship believes in giving back to nature. It gives back by providing acres of green space, places to take shade, places that help improve the air quality, places to play, places for enjoyment or simply to relax. What we are really going to create are these great set pieces.

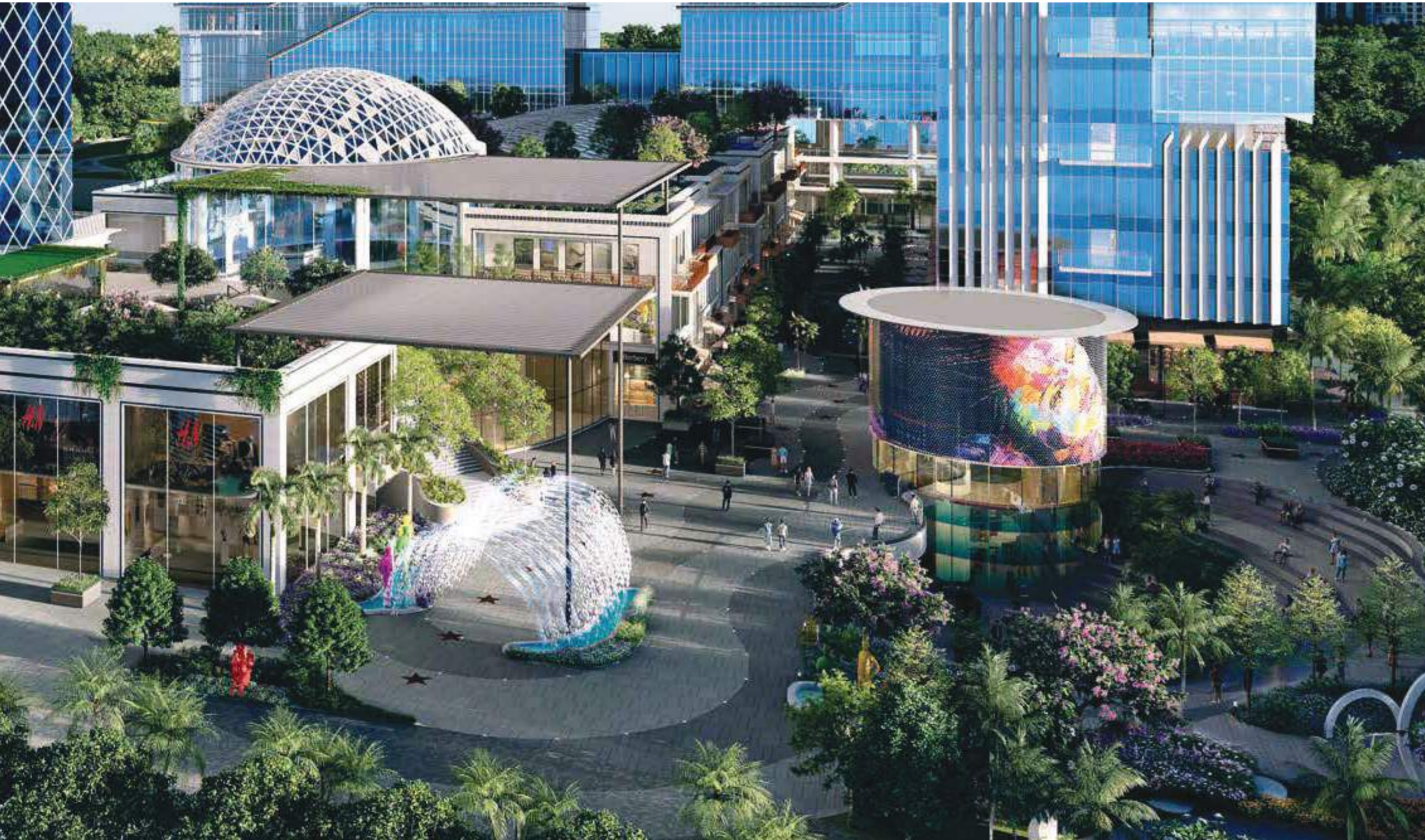
Essentially a new piece of city that brings people together, people who are working, people who are shopping, or people who are enjoying hospitality, but bringing them together in such a way that we create a community.”

Mike MacCormack

Director

Benoy, UK





A destination that is the  
very definition of  
**PERFECTION**

Amidst nature and  
**CREATION**

Where life gets a new  
**MEANING**

A true reflection of  
**POWER**

A future-ready destination for the  
**MODERN ERA**





INTELLIGENT  
OFFICE SPACES

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EXUBERANT  
RETAIL & LEISURE

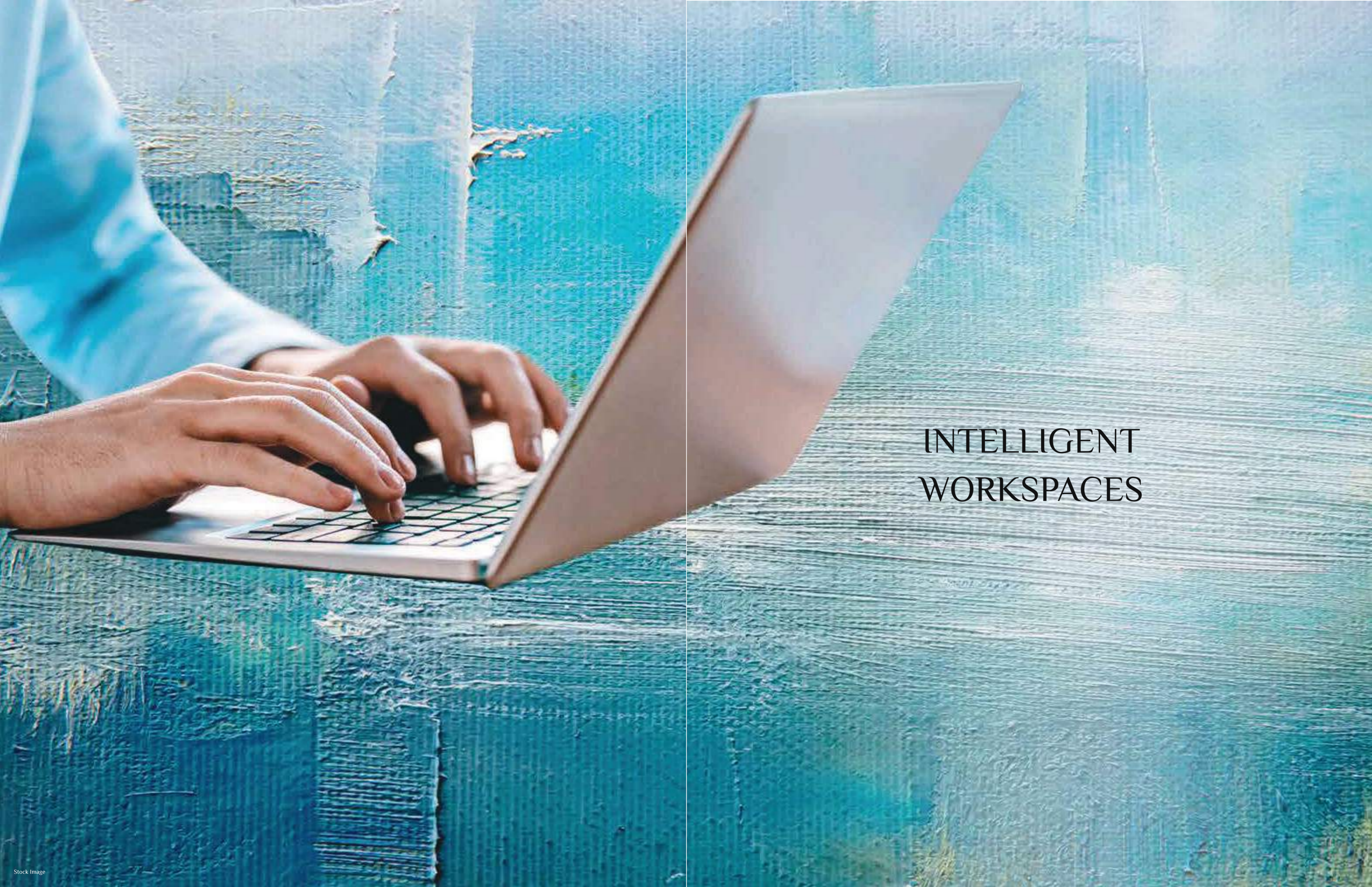
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WARM HI-END  
HOSPITALITY

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ALLURING  
LANDSCAPES





INTELLIGENT  
WORKSPACES



## TOWER 1

- Overlooks the central landscaped greens, the high street on one side and the large green belt on the other.
- Double-height atrium with grand reception lobby.
- 8 passenger & 2 dedicated service elevators.
- Premium serviced large offices spread over three floors.
- Plenty of F&B options.
- A 40 ft.\* high Sky Lounge offering a dining experience with an international feel.



Artistic Impression



Artistic Impression

## POWER ENTRY FOR PLUSH OFFICES

- A dedicated drop-off area, cosy seating, cafes and F&B services to welcome you.
- A workplace that evokes a sense of pride and fulfilment.





## A WORKPLACE WITH AMENITIES THAT BOOST PRODUCTIVITY

Large Open Green Areas | Natural Sunlight | Library | Gym | Meditation Zone  
Cafes and Restaurants | Relaxing Common Spaces and much more



Stock Image

Stock Image



Artistic Impression

## EFFICIENT VERTICAL TRANSPORTATION

- Hi-speed and Hi-capacity elevators.
- Destination controlled system.
- 8 passenger & 2 dedicated service elevators.





## EFFICIENT OFFICE SPACES

The office spaces have been designed with careful consideration of their functionality. These planned spaces feature a reduced number of columns, maximizing the working area and ensuring optimal comfort.

The common areas on each floor include:

- Wide Corridors
- Break-out zones
- Executive Restrooms
- Common Restrooms
- Shared Pantry



Artistic Impression





## CENTRALIZED AIR CONDITIONING FOR EFFICIENT COOLING, AND IMPROVED AIR QUALITY

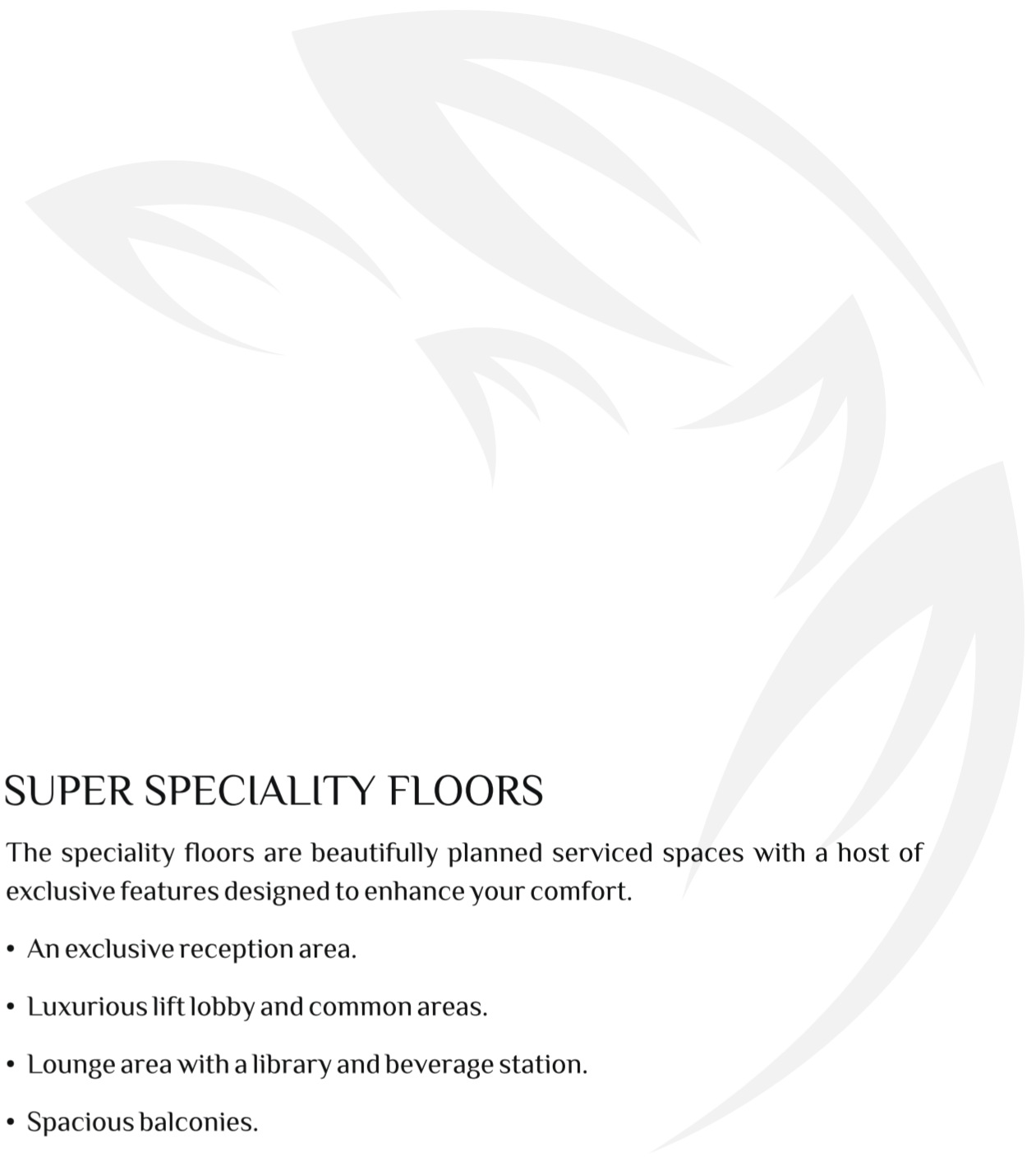
- Air-conditioning management system with CO sensors, fresh air monitoring system and CO<sub>2</sub> control.
- HVAC with eco-friendly refrigerants that have low or no Ozone Depletion and Global Warming Potential.
- High energy-efficient VFD fans.
- BMS to control building resources with optimization in performance, ensuring optimum cooling and fresh air.



## SUPER SPECIALITY FLOORS

The speciality floors are beautifully planned serviced spaces with a host of exclusive features designed to enhance your comfort.

- An exclusive reception area.
- Luxurious lift lobby and common areas.
- Lounge area with a library and beverage station.
- Spacious balconies.





ENTERPRISE SOLUTIONS



PRIVATE WORKSPACE



CO-WORKING



VIRTUAL OFFICE



MEETING SPACES

### CO-WORKING SPACES & MANAGED OFFICES

With a combination of co-working spaces for individuals and small teams and managed offices for bigger enterprises, these spaces are thoughtfully planned for flexibility and scalability.



Artistic Impression

## ELEVATED EXCLUSIVITY THE SKY LOUNGE

A 40 ft\* high rooftop lounge that provides an unmatched panoramic view of the city. Spanning across two floors, this remarkable space showcases an exquisitely landscaped international-level lounge, impeccably designed to create a truly awe-inspiring ambience.





TOWER 3

TOWER 2



Artistic Impression

### A STATEMENT ENTRY

Experience a specially designed entryway and drop-off area, where every arrival sparks a sense of anticipation and enthusiasm. Set against a backdrop of lush green landscape, the tower also has special parking spaces for a select few.





Artistic Impression

## DYNAMIC WORK POD STATIONS

Enclosed within air-conditioned glass cubicles, these working pods are nestled amidst water bodies and scenic landscapes. These spaces provide an excellent opportunity to break away from the usual work routine or conduct small team meetings in an inspiring environment.





Artistic Impression

## TOWER 2 & 3

The best suited towers with impressive amenities & facilities for a large size IT/ITES Companies

- State-of-the-art arrival experience from both sides of the tower.
- Exclusive driveway to the dedicated drop-off area leading to a triple-height lobby.
- Exquisitely designed 70 ft.\* high glass atrium.

- 8 dedicated high-speed elevators & 2 service elevators in each tower.
- Clean floor plans with natural light from all four sides.
- Planned shafts for future requirements.
- Rooftop padel court.
- Landscaped greens and water bodies.
- Ample, dedicated parking spots.







RETAIL & LEISURE



Artistic Impression

## A RETAIL HUB WITH WORLD-CLASS EXPERIENCE

- Vibrant retail hub with leading national and international brands.
- Upscale amenities, supermarket, F&B and much more.





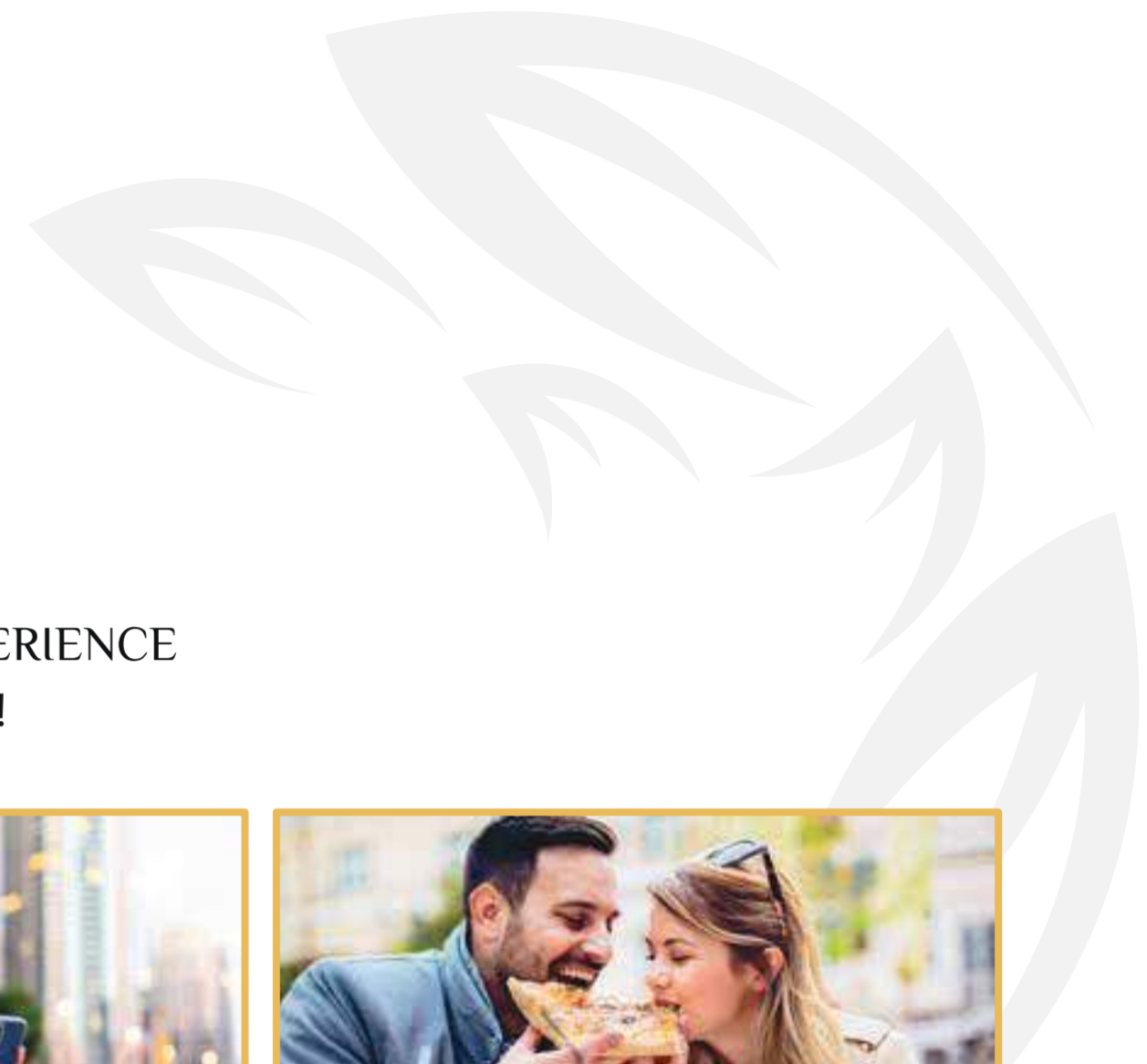
Artistic Impression

## GRAND ATRIUM TO WELCOME YOU

This double-height impressive entrance sets the stage for an enjoyable shopping experience at the fully air-conditioned shopping arena, spread over four floors. The entire space has been thoughtfully planned keeping high visibility of shops in mind.



Artistic Impression



WHY STEP OUT  
WHEN YOU CAN EXPERIENCE  
EVERYTHING WITHIN!



LIFESTYLE



F&B



SUPERMARKET



JEWELLERY STREET

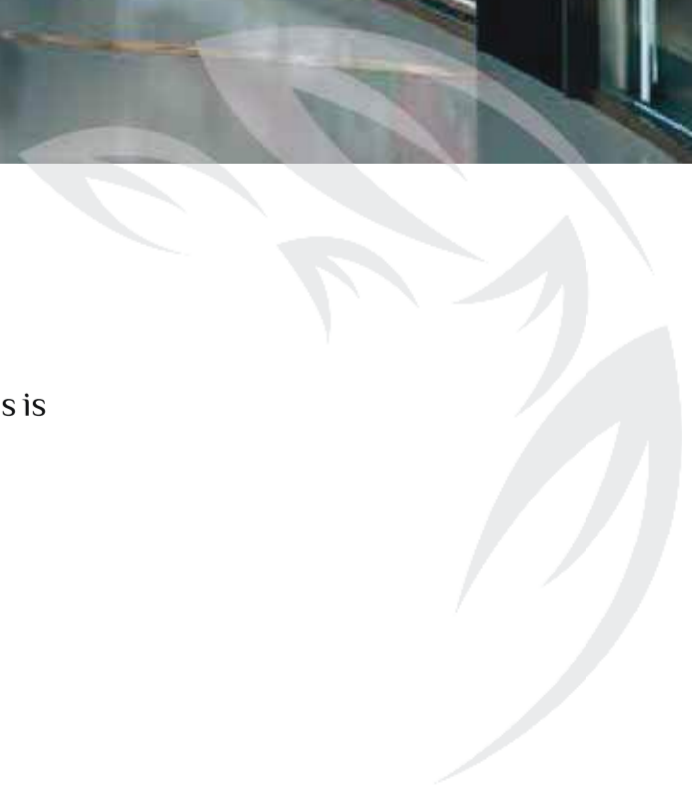
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Artistic Impression

## LOUNGE IN STYLE

Walk into the stunning atrium and take a moment to relax. Surrounded by lush greenery, this is the perfect place to take a break from your shopping, get a coffee or catch up with friends.



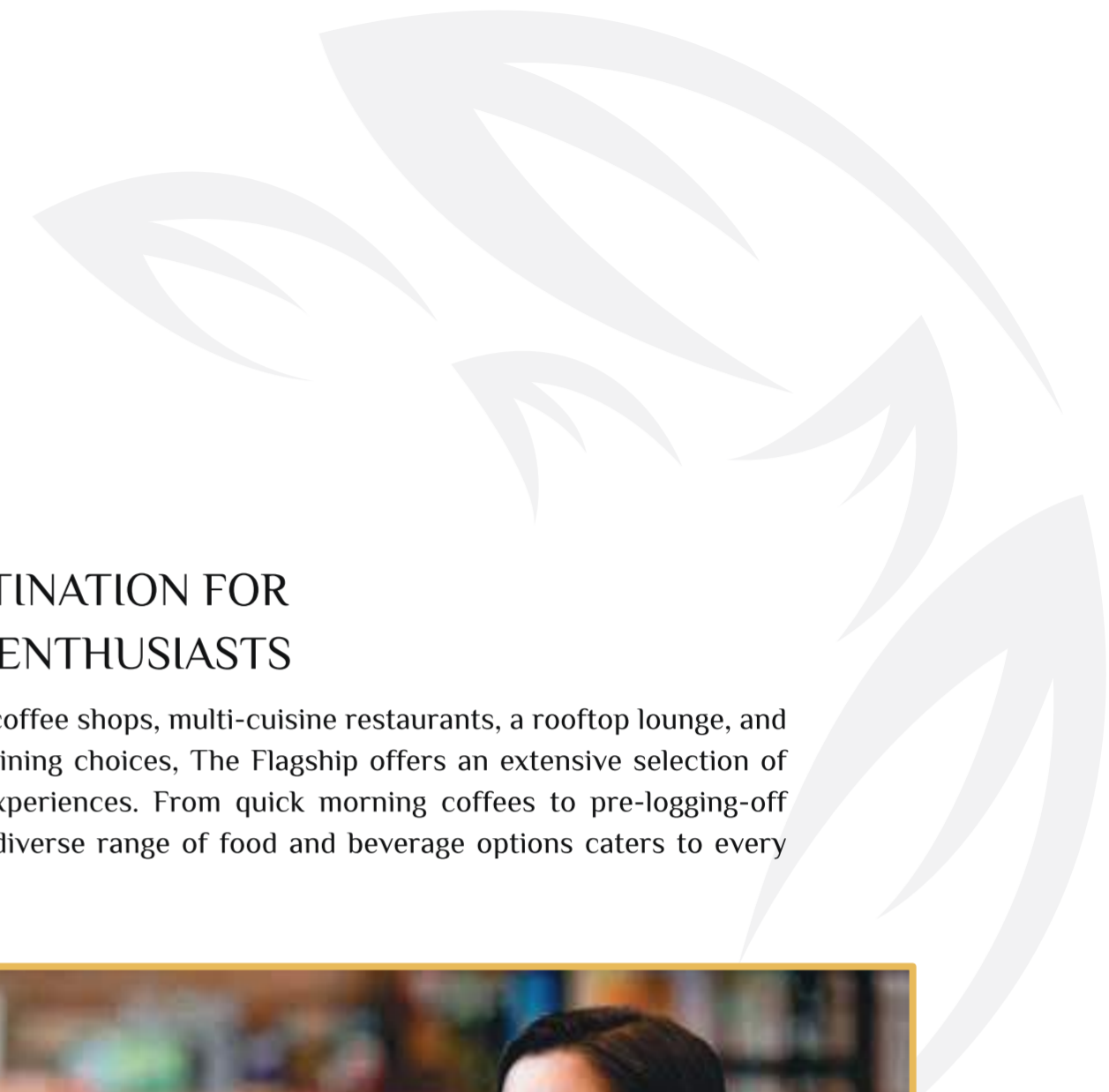


Artistic Impression

## THE CROSSWALK

- European-style hi-street with al fresco dining.
- Thrilling street performances, live gigs, and captivating musical displays.
- Immersive shopping experience.





## A DESTINATION FOR FOOD ENTHUSIASTS

Featuring coffee shops, multi-cuisine restaurants, a rooftop lounge, and al fresco dining choices, The Flagship offers an extensive selection of culinary experiences. From quick morning coffees to pre-logging-off bites, the diverse range of food and beverage options caters to every palate.



Stock Image



## EVERYTHING FOR DAILY ESSENTIALS

A conveniently located supermarket is just a short walk away from the office towers, catering to all daily necessities.

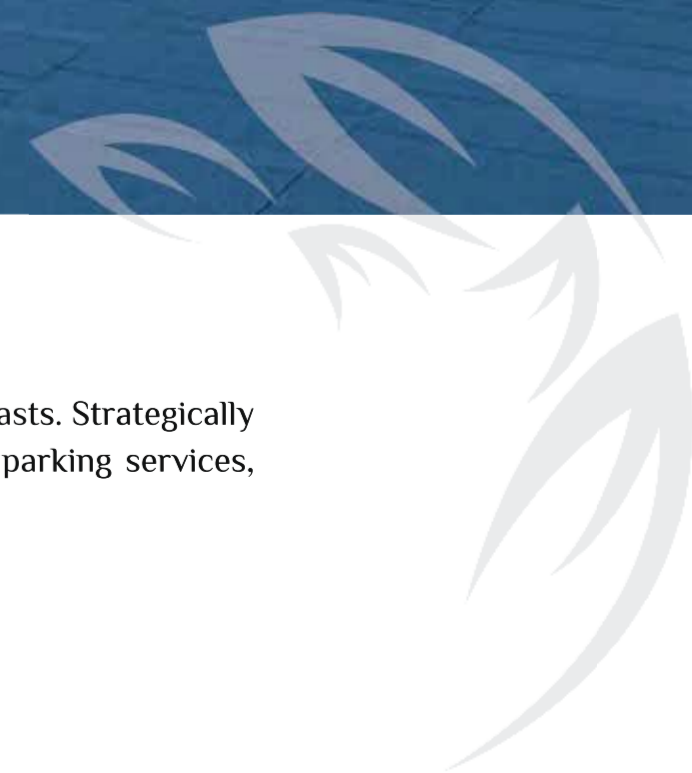




Artistic Impression

## JEWELLERY STREET: ADDING SPARKLE TO YOUR LIFE

A remarkable street with a striking façade, exclusively designed for jewellery enthusiasts. Strategically located, it offers a dedicated drop-off area, exclusive security measures and valet parking services, ensuring the much-desired convenience and safety.





## A CAPTIVATING AMPHITHEATER

A dedicated space for hosting events and gatherings with convenience and comfort. This expansive area is suitable for various performances, including live music, theatre, dance, and other creative showcases.



Artistic Impression

## THE ICONIC STORE

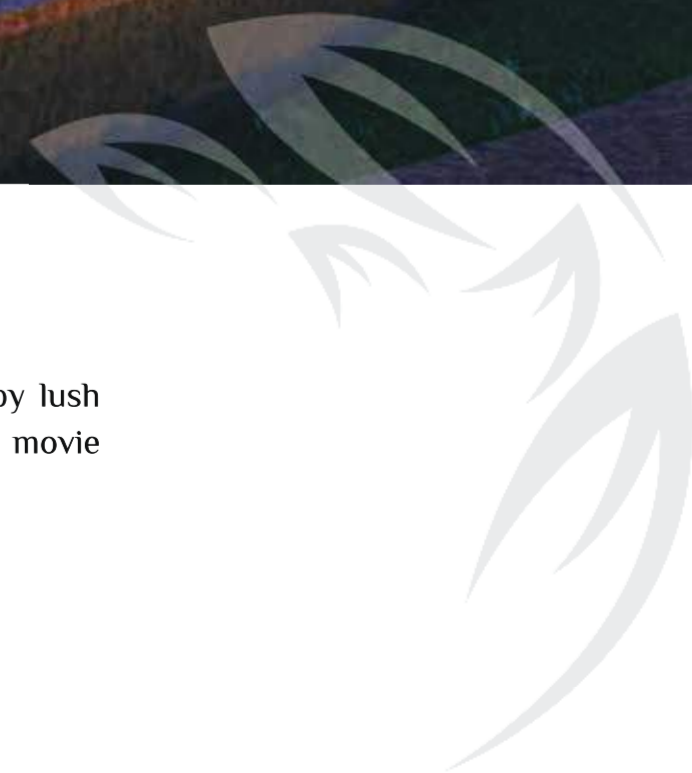
Strategically positioned in the vibrant heart of the campus, this structure offers a stunning 360-degree view and extraordinary features. It guarantees a visually stunning experience with a circular LED screen display reminiscent of the vibrant atmosphere of Times Square.



Artistic Impression

## OPEN-AIR ENTERTAINMENT

An open-air entertainment area nestled in the centre of the project, surrounded by lush greenery, this versatile venue allows for a variety of activities, including outdoor movie screenings, open-air training sessions, sports screenings, and a range of live events.

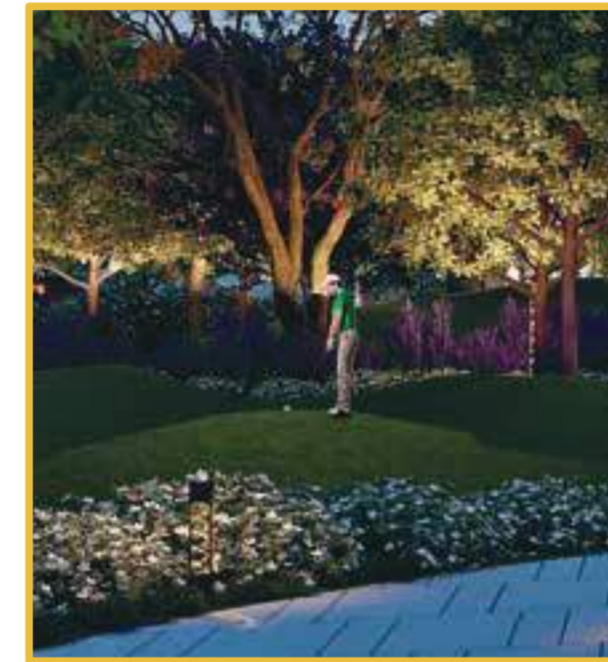




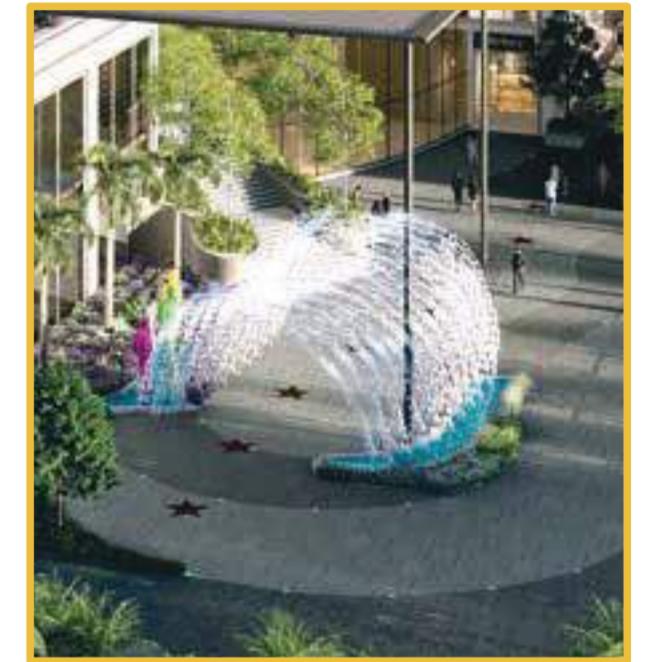
ALLURING  
LANDSCAPE



UNWIND IN THE LAP OF NATURE



PUTTING GREENS



WATER UMBRELLA



Artistic Impression

MIST GARDEN





WARM HI-END  
HOSPITALITY

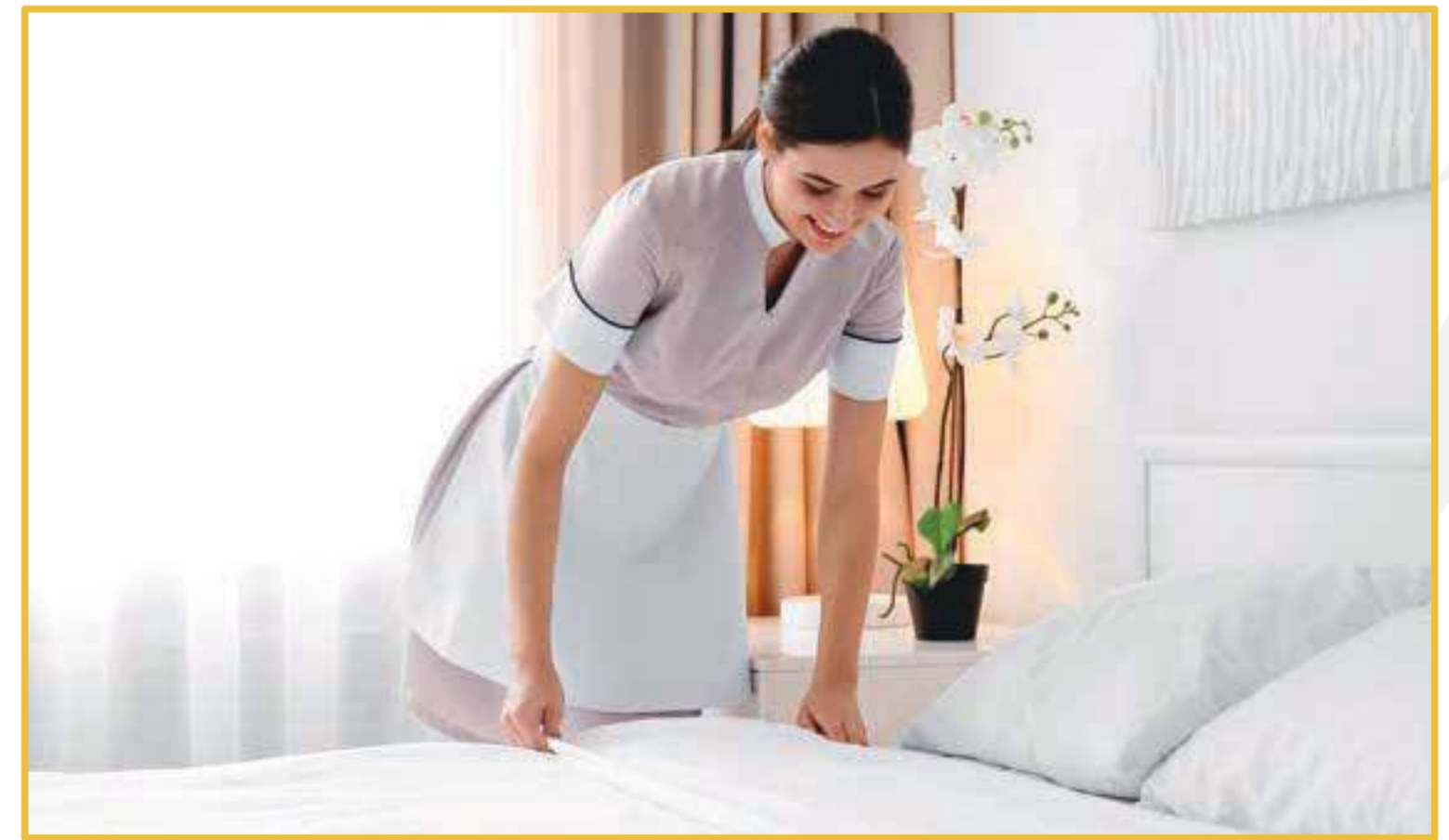




## EXPERIENCE CONTEMPORARY UPSCALE HOSPITALITY

The Flagship offers meticulously designed suite rooms that boast of amenities comparable to those found in any 5-star property. With approximately 102 fully furnished suites ranging from 400 - 450 sq. ft.\* each, these elite serviced apartments exude an elegant charm.

Equipped with a king-size bed in the bedroom, a living room, a writing desk, a small kitchenette, and a powder room/washroom these apartments speak of the minutest of detailing that has been taken into consideration for the utmost comfort.



Stock Image



Stock Image



Stock Image

## CONFERENCE HALL

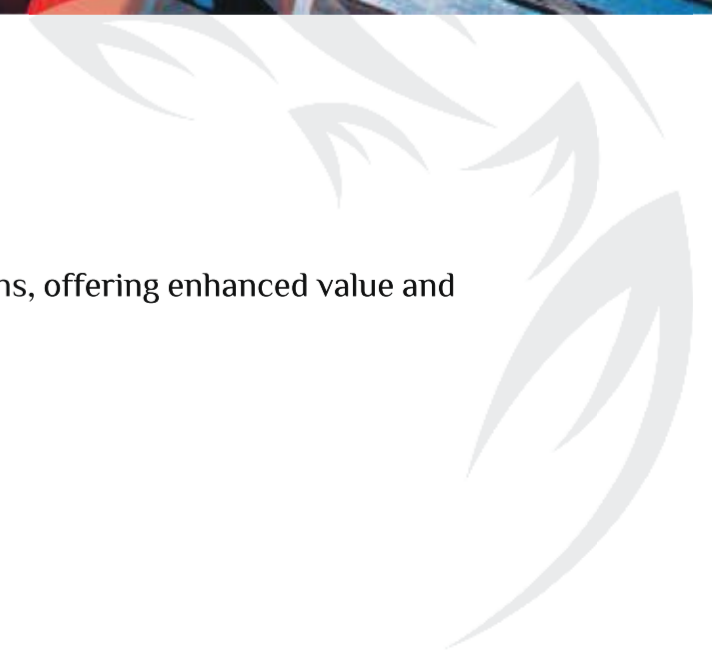
Meticulously designed to cater to both corporate and social events. A generously-sized pre-function area, impressive ceiling height, and a column-free design, this venue guarantees a memorable time that will leave a lasting impression on all who experience it.



Stock Image

## TRAINING CENTRE/AUDITORIUM

A versatile space well-suited for screenings, presentations, and training sessions, offering enhanced value and efficiency to elevate business proceedings.







Artistic Impression

## CELEBRATE LIFE EVERYDAY

Celebrate and unwind with friends at our recreation club which sets the benchmark for sophistication.

The clubhouse on the 6th floor features an impressive array of amenities:

- Infinity Pool.
- Open Bar.
- Business Centre & Luxurious Lounge.
- Speciality Restaurants.
- Floating Decks.
- Spa & Jacuzzi.





## INTELLIGENT TRAFFIC MANAGEMENT & SPACIOUS PARKING

- Segregated traffic movement for retail and offices.
- Dedicated areas for pedestrians and handicapped.
- Minimum traffic movement on ground level.
- Abundant parking provided with dedicated EV charging stations for electric vehicles.
- Parking is spread over two basement levels and two podium levels with provision for mechanical parking to cater to additional demand in future.
- Dedicated disabled-friendly vehicle parking.
- Dedicated pick-up and drop facility for taxis and chauffeur-driven vehicles.
- Dedicated drop-off facility for company-run buses for staff.
- Dedicated drop-off for senior management.



## WE CARE FOR THE ENVIRONMENT OUR SUSTAINABLE APPROACH

- 11 acre\* campus with more than 3.9 acres\* area under plantation.
- A wide green belt adjoining the project that helps in improving the micro-climate.
- The master plan of the project accounts for wind and solar energy. With appropriate orientation of towers that allows suitable shading and consistent air flow throughout the area.
- Special high-performance glass is used to protect the interiors from strong sunlight while letting in plenty of glare-free natural light.
- The terrace and outer walls are designed to reduce heat gain significantly and make air conditioning more affordable.
- All workplaces have efficient ventilation, allowing fresh air to circulate effectively.








Climate-friendly infrastructure with  
Pre-Certified Platinum Rated Campus  
by Indian Green Building Council



LEGENDS

- ① Amphitheatre
- ② Water Garden
- ③ Water Feature
- ④ Retail Drop Off
- ⑤ Selfie Point
- ⑥ Walk of Fame
- ⑦ Proposal Point
- ⑧ Surprise Fountain
- ⑨ Water Curtain
- ⑩ Kids Play Area
- ⑪ Outdoor Screening
- ⑫ Office Entry
- ⑬ Mist Garden
- ⑭ Putting Greens
- ⑮ Alfresco Seating
- ⑯ Working PODS
- ⑰ Multipurpose Court
- ⑱ VIP Drop Off
- ⑲ Banquet Lawn
- ⑳ Infinity Pool
- ㉑ Green Bell
- ㉒ Padle Court
- ㉓ Entry to Landscape Area
- ㉔ Flamenco
- ㉕ ESC



-  School/College/Institutes
-  Landmark
-  Commercial Complex
-  Noida Metro
-  Hospital

\*Plan not to scale



GREEN BELT



AIRPORT PROXIMITY

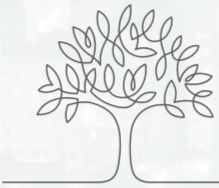


METRO CONNECTIVITY



IT HUB

## NOIDA THE UPCOMING COMMERCIAL CAPITAL



More than 20% of the area boasts of greenery with trees

Well planned sectors



Parks and recreational centres

The next IT and Fintech hub of India with top companies already present



Best universities and schools around



35 minutes from India's biggest International airport, Jewar



Easy connectivity to metro and the airport



Metropolitan culture from across India



Well-run state progressive government



OUR PARTNERS IN SUCCESS



Landscape Architect



MEP Consultant



Structure Consultant



Experience Centre Designer



Facade & Lighting Consultant



FLS Consultant



Interior Designer



Traffic & Parking Consultant



BOH, Kitchen, Consultant



Structure Vetting Consultant



MEP Vetting Consultant



Security & Risk Management Consultant



Green Building Consultants



For 75 years, Benoy, the multi-award-winning international Architecture, Masterplanning, Interior, and Graphic Design Studio, has been transforming the design dialogue. From residential to commercial, hospitality to leisure, Benoy has crafted spaces that leave a lasting impression. With a legacy of excellence and innovation, the studio continues to push boundaries and redefine the art of design.

Benoy is a global family of design specialists committed to delivering world-class solutions for the built environment. Balancing creative vision with commercial viability, they work with clients to create iconic destinations that enrich people's lives, strengthen communities, enhance nature, and deliver lasting economic value.



RSP is a global multidisciplinary architectural and engineering design group with headquarters in Singapore. For more than 60 years, they have focused on designs that are creative and original in their concept but above all, enrich and transform people's lives. Their future-forward view of purpose and design is fused with strong technical expertise and this is made possible by their global team and professionals across 15 studios in six countries. Their portfolio spans across master planning, mixed use, retail, office, education, residential, civic, hospitality, industrial, transport and healthcare sectors.



With an experience of more than 32 years in the design and architecture industry, their work has come to define the language of urban spaces in a unique manner by focusing on current, pragmatic considerations that solve real-world challenges. They understand the significance of integrating planning, engineering, and architecture to devise comprehensive undertakings that address user needs. From state-of-the-art mixed-use developments to large-scale master plans and universities, their work encompasses the complete spectrum of scale and typology across the country.



Artistic Impression



Located at a distance of only 7 km from the sacred and exquisite river, the Ganges, Mantra Happy Homes is the first flight of CRC into the realm of providing excellent and happy homes at affordable prices. Mantra Happy Homes has been meticulously designed and built while keeping in mind the sacredness of the holy place of Haridwar. It is crafted to feel like small heaven by its residents owing to an outstanding lifestyle close to nature.



SECTOR 1, GREATER NOIDA (WEST)

CRC Sublimis is the reflection of the perfection achieved by the CRC Group in the domain of providing world-class homes equipped with luxury and elegance. Sublimis has been built to fill the sight of the onlookers with amazement and massive joy and to fill its residents with the sheer brilliance of happiness. With Sublimis, CRC has achieved the ideal mix of ease and luxury, which is essential to guarantee a perfect lifestyle in today's time.



Artistic Impression





Artistic Impression



TECHZONE IV, GREATER NOIDA (WEST)

Nestled in TechZone IV, Greater Noida West, Joyous has been designed to offer you The Joy You Truly Deserve. Thoughtfully designed keeping all the Vastu elements in mind, these elegant 2/3/4 BHK homes have been built to suit everyone's requirement and pocket. Special care has been taken when it comes to abundant natural light and ventilation in every apartment. Embrace spacious living amidst serene surroundings with unobstructed views of open, green spaces. With IGBC Gold Pre-certification, Joyous with one of its kind amenities, offers a premium lifestyle across 4 acres.

ON GOING PROJECT

## KASABLANCA

4BHK RARE LUXURY RESIDENCES

JAYPEE WISHTOWN, NOIDA

Kasablanca has been designed in such a way that one gets to encounter rare luxury around every corner. It boasts of 3 iconic towers which houses 198 magnificent residences. Step into the lap of luxury and enjoy the privilege that is reserved for a chosen few. The enriching regal ambience will act as a blanket that will cut out all the harshness of the world that lies outside your home environment. It has everything that one can think of in a safe haven.

## MORADABAD HOUSING

ZERO POINT, NH-24

The sprawling Moradabad township is spread over 10 acres. This uber-luxury plotted development has a lot to offer. Surrounded by extensive green spaces, it is located in a serene low-density area. Thereby shielding you from the hustle and bustle of city life. This property has been designed keeping your comfort and overall well-being in mind. These plots, that range from 160 to 300 sq. mt., boast of state-of-the-art amenities like a clubhouse, pool etc. Additionally, the property is less than a kilometer away from the six lanes national highway.

## PREMIUM RESIDENCIES

SECTOR 1, GREATER NOIDA (WEST)

Located in Greater Noida West and spread over 1 million sq. mt., these boutique apartments are set to redefine luxury. Keeping the privacy and convenience in mind, the apartments, have been designed very efficiently and are restricted to only 2 in no. on each floor. Beautifully landscaped, all green ground floor and one of its kind clubhouse with all the world class amenities, is definitely going to set this project way above all others in the vicinity. It definitely would be the only choice for those who are looking at elevating their living standards.

UP COMING PROJECTS\*



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