



alpha  
INTERNATIONAL  
city

A M R I T S A R

Developers



Promoters



# Change pix

Presenting



Alpha International City. Located at the intersection of Amritsar's glorious past and its dazzling future, on NH 1 (G.T. Road), 8 kms from the Golden Temple, 4 kms from AlphaOne and right in the heart of the future. Alpha International City will redefine the way Amritsar lives, with a futuristic approach to town planning blended with our tradition of community living. In this integrated township you'll find everything under one sky. Secure community living, one of the largest private parks in Amritsar, world class recreational facilities, on campus school, shopping mall and healthcare facilities. An environment friendly heaven for your children to grow in and for your family to get the most out of life.

*Come home to Alpha International City. Come home to the future.*



\* Artistic Impression





just 10 mins from the  
Golden Temple

Amritsar, literally a Pool of Nectar, derives its name from Amrit Sarovar, the holy tank that surrounds the fabulous Golden Temple. As a destination, Amritsar stands head and shoulders above any other city, its status elevated and sanctified by the presence of the revered Golden Temple. It is not just Sikhs who travel to the Golden Temple to pay homage, the sacred shrine is equally respected by one and all. ***The heart of Amritsar is just a ten minutes drive from the Alpha International City.***





# Location

- Located on G. T. Road (NH1)
- 8 kms from Golden Temple
- 4 kms from AlphaOne
- 20 kms from Airport
- 10 kms from Railway Station
- 7 kms from Bus Terminal



Golden Temple

Sultanwind Road

NH 15

Towards Airport

NH1

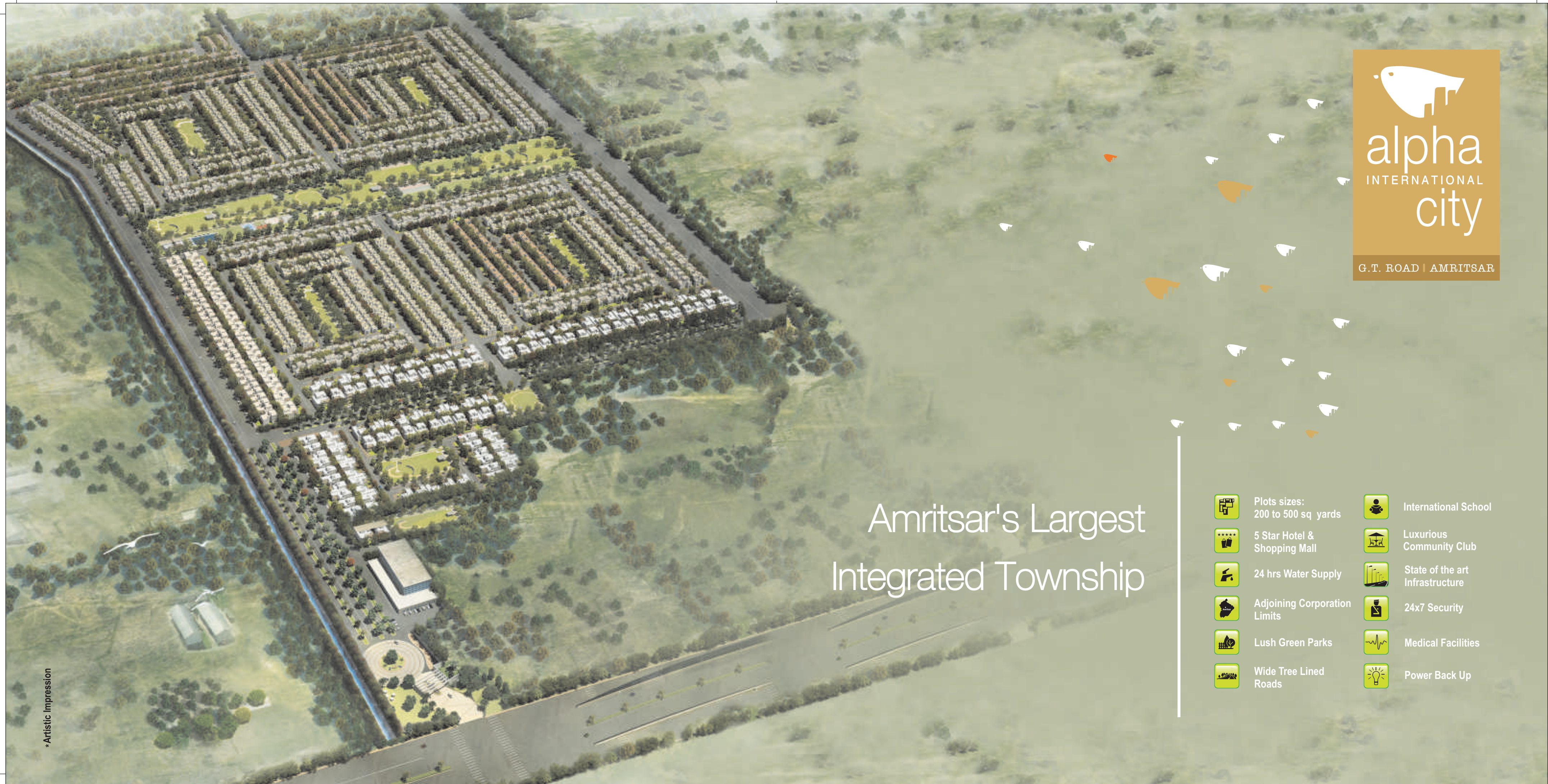
← To Jalandhar  
To Amritsar →

G.T. Road

G.T. Road

Canal





# Amritsar's Largest Integrated Township

-  Plots sizes: 200 to 500 sq yards
-  5 Star Hotel & Shopping Mall
-  24 hrs Water Supply
-  Adjoining Corporation Limits
-  Lush Green Parks
-  Wide Tree Lined Roads
-  International School
-  Luxurious Community Club
-  State of the art Infrastructure
-  24x7 Security
-  Medical Facilities
-  Power Back Up

\*Artistic Impression





## central boulevard

150 feet wide tree-lined entry into the township

Service lanes for uninterrupted traffic management

Dedicated footpath adjoining road for pedestrian comfort

Meticulously maintained landscaping and gate design inspired from native folk Phulkari tradition





Actual picture of Alpha G: Corp's existing development

## green at heart

Large Central Park  
Jogging track  
Children play zones

Alpha International City comes with a simple design philosophy: that it is the environment that sustains life and adds value and meaning to our lives. At the heart of the township will be a 6 acre park, bigger than anything Amritsar has ever seen before. Landscaped with verve and passion, the central green tends to create a virtual wellness campus replete with jogging trails and safe play zones for children. This park will be the epicentre of life in Alpha International City, transforming the lives of its residents, taking them closer to nature, in a never ending journey to self discovery.



Actual picture of Alpha G: Corp's existing development







Actual picture of Alpha G: Corp's existing project

## fully amenitised township

- Rain Water Harvesting System
- Underground Cabling
- Lush Green Open Spaces
- Wide & Well Planned Roads
- Educational Facilities
- Efficient Water Supply System
- Sewage Treatment Plant







# alpha center

Sports Club

Community Center

Lawns

Restaurants

Banquet Hall

\*Artistic Impression of Alpha Center at Existing Project Under Development





Actual picture of Alpha G: Corp's existing development

## club class lifestyle

Tennis Court  
Swimming Pool  
Gymnasium  
Squash Court  
Spa

Alpha International City will have the most luxurious community club in Amritsar. The Club House alone will be the biggest private club in Amritsar, with a world class swimming pool with little kids pool around it, multi-cuisine restaurants, tennis, squash and badminton courts, card room, reading room, children play zone, gym, spa, billiards room, banqueting facilities and a lot more. Making it not just a club, but an eloquent expression of the good life that awaits residents at Alpha International City. The club will also stand for the community living philosophy that drives the design philosophy of the township, by creating a cosy common space where bonds are formed and strengthened.



Actual picture of Alpha G: Corp's existing development





# project developers: a profile

Alpha **G**·CORP

▪ Expect the finest ▪

In a short span of seven years, Alpha G: Corp has developed into an established brand in delivering comprehensive professional solutions to real estate development across all industry verticals – Residential, Commercial, Retail and Township. Highly respected for its pioneering global best practices, the company is nurtured by a constant emphasis on transparency and reliability, which is the foundation of all its systems and procedures. Their aesthetically driven projects which range from premium segment group housing to affordable yet contemporary large-scale townships are considered as landmarks in cities across the country. On the retail front, the company has instituted brands such as AlphaOne which have become common household names. With extensive projects in cities like Delhi NCR, Amritsar, Karnal, Fatehabad, Ahmedabad, Meerut, Goa and Jaipur, the company has a huge footprint with a vision to expand to many other cities. In the near future, Alpha G: Corp plans to extend its developments to other cities in Gujarat, Haryana, Punjab, Rajasthan, Madhya Pradesh and Uttaranchal. The company's business model entails undertaking of projects through Acquisition, Joint Venture Development and Real Estate Asset Management (REAM), a practice it pioneered in India. In this model, the responsibilities of Alpha G:Corp span from sourcing of the land to its final sale/lease and the benefits of compensation thereof. Driven by its mission of 'Building Values -- Value Buildings', the team at Alpha G:Corp Management Services assumes complete responsibility of maintenance management in accordance with international norms. Whether it is the acquisition of land, the appointment of an architect, the choice of material or the execution of a marketing plan, all processes follow the collective sensibility garnered over decades of experience by the team at Alpha G:Corp. It believes in incorporating a long-term perspective to all its business operations and therefore functions on a strong set of values which form a cardinal part of its DNA.



AlphaOne, Amritsar



AlphaOne, Ahmedabad



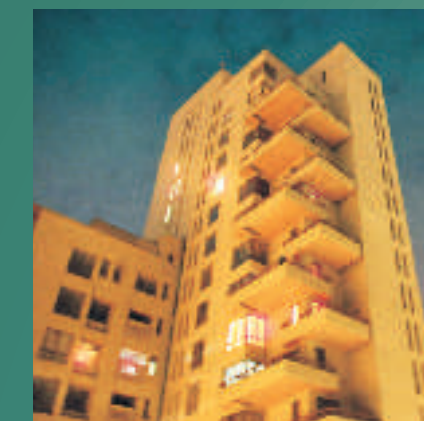
Alpha International City, Karnal



Alpha International City, Fatehabad



Golf View Corporate Towers, Gurgaon



GurgaonOne Sector-22, Gurgaon





# RETAIL

AlphaOne, Amritsar

A Mixed use Development comprising of retail, entertainment and a five-star business hotel. The City Centre project is spread over 25 acres and is strategically located on the G.T. Road. The project is being developed over two phases of which the first phase spans over 12 acres, comprising of retail and entertainment of over 5,40,000 sq. ft. while the 5-star business hotel Ista is built on an additional area of 2,50,000 sq. ft.



\*Actual picture



# RETAIL

## AlphaOne, Ahmedabad

This highly prestigious project is located at Vastrapur, adjacent to the Vastrapur Lake, in the city of Ahmedabad; state capital of Gujarat. The mixed-used development will comprise of Retail, Entertainment, Hotel, Spa and Service Apartments. The total development is close to 1.2 million square feet, of which retail cum entertainment comprises of 7,20,000 sq. ft.





# INTEGRATED TOWNSHIP



\*Actual picture

## Alpha International City, Karnal

Alpha International City, Karnal is a world class integrated township, spread across 300 acres. The township will have 3 phases, with residential plots along with integrated infrastructure for healthcare, schools, security, retail and commercial establishments. In the first phase, plots have already been handed over to 700 families, so that they can start building their homes.



# INTEGRATED TOWNSHIP



## Alpha International City, Fatehabad

Located in the south-western part of Haryana, in Fatehabad, the integrated township is spread over 51 acres of land in Sector 4 that caters to the locals of Fatehabad, Sirsa and Hisar.

Alpha G: Corp was the first private developer in Fatehabad, to launch an integrated township offering world-class facilities and infrastructure.

\*Actual picture



# COMMERCIAL

ERNST & YOUNG

ERNST & YOUNG

WESTERN INTERNATIONAL UNIVERSITY

## Golf View Corporate Towers, Gurgaon

The perfect blend of corporate elegance, business efficiency and aesthetic appeal, the Golf View Corporate Towers is one of the best-located commercial properties in Gurgaon. This imposing world-class structure overlooks the breathtakingly verdant DLF Golf Course and stands amidst beautifully landscaped surroundings on a 2.06 acre plot with a 200 feet wide main sector road in front.

\*Actual picture



# RESIDENTIAL

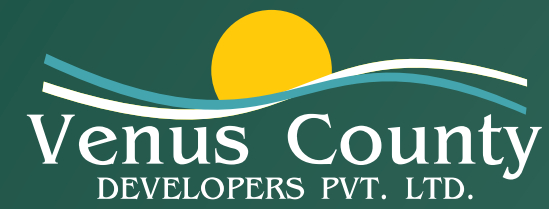
## GurgaonOne

The premium, state-of-the-art eco-friendly habitat located on the periphery of the 1000 acres of permanent greens - the largest expanse in all of Gurgaon, on the Old Jaipur - Gurgaon Road at Sector 22. GurgaonOne comprises 240 world-class apartments (three and four-bedroom), executive floors, independent villas and penthouses. This is one of the largest residential complexes conforming to the National Environment Policy, 2006 and acclaimed for getting entirely sold even before the excavation of the site.

\*Actual picture



## project promoters: a profile



Led by the able Mr Gurdeep Singh Jujhar, Venus County Developers is today one of the fastest growing real estate developers of Punjab. Mr Jujhar's entry into this sector follows a long line of successes that he has enjoyed across diverse industries. In the past, Mr Jujhar has been credited with developing pioneering ventures in the transport sector. His business acumen and impeccable integrity helped him set up one of the largest cable distribution networks in Punjab known by the name of Fastway Transmissions. His diversification into real estate is sure to add great value to the development of Alpha International City, Amritsar.

A key founder member, Mr Sarabjit Singh, one of the leading entrepreneurs of Punjab, has led several profitable businesses ranging from entertainment zones and cable television network management. His cable television business has grown from what was initially a small venture to what now covers entire regions of Jalandhar and Amritsar. His growth has hinged on his keen ability to network with broadcasters and some of the top notch companies in the industry. Today this business reaches out to more than ten million households across Punjab. Citing greater business growth and with the vision for the holy city Amritsar, Mr Sarabjit Singh has now diversified into the real estate sector where he plans to create, a modern integrated township with world-class facilities in association with Alpha G: Corp. In the future, the company plans to create several such ventures in Punjab and other locations around the country.

Mr. Harinder Pal Singh Sethi is a Civil Engineer by profession and a member of the Board of Directors of Venus County Developers Private Limited. Prior to joining Venus, Mr. Sethi held a number of senior positions in The Mattewal Co-Op. L/c Society Ltd. and S.S. Builders including President, Project Head & Structured Finance. He has wide experience in the area of infrastructure and real-estate investment advisory and finance. Under his supervision, The Mattewal Co-Op. L/c Society Ltd successfully completed various projects of the state government and the Amritsar Improvement Trust.

## Contact Info



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